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CONSUMER BUYING PRACTICES FOR SELECTED FRESH FRUITS,
CANNED AND FROZEN JUICES, AND DRIED FRUITS, RELATED
TO FAMILY CHARACTERISTICS, REGION, AND CITY SIZE

October 1951 - March 1952



United States Department of Agriculture
Bureau of Agricultural Economics
and
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FOREWORD

This report summarizes data on household consumer purchases of selected fresh fruits, canned and frozen juices, and dried fruits during the 6-month period, October 1951-March 1952. This is the third in a series of such reports, the two preceding reports having covered the periods of October 1949-March 1950 and April-September 1950. Data for the former period are presented here for comparative purposes. These data are developed from those appearing in a current series of monthly reports entitled, "Consumer Purchases of Selected Fresh Fruits, Canned and Frozen Juices, and Dried Fruits," and a series of quarterly reports entitled, "Regional Distribution and Types of Stores Where Consumers Buy Selected Fresh Fruits, Canned and Frozen Juices, and Dried Fruits." This publication provides additional information concerning buying practices of families as related to geographic region and size of city in which they live, family income, family size and ages of children, age of housewife, and occupation and education of family head.

The data in this report on "average volume of purchases per buying family" are calculated by dividing total purchases of each product during the 6-month period by the total number of families making purchases at any time during the period. Thus, they differ from the data given in the monthly and quarterly reports on volume of purchases which represent total purchases by all families.

The States included in each of the geographic regions and the distribution of population between regions are shown in figure 1.

In the classification for "size of community" the total populations of metropolitan areas were used rather than populations within corporate city limits.

The "family income" classification was based on a division of family income into four quartiles in each community size within regions. For example, in the North Central region all farm families were divided into four groups of equal size, based upon a ranking of incomes. Similarly, all families in cities of under 10,000 population in the region were divided into four groups. In turn, the families in each of the other city size classifications in the region were divided into four groups. All of the families in the highest income quartiles were then combined to form the "upper income group." Those in the next highest quartile formed the "upper middle income group," and so on.

In the classification of data according to "presence of children" families were recorded more than once if they had children falling within more than one age group. Thus, a family having children in 3 different age groups was tabulated with each of the three groups.

All data are collected from a representative national sample of household consumers. This publication, like the monthly and quarterly reports, is issued as a part of a program financed cooperatively by participating fruit industry groups and the U. S. Department of Agriculture. The funds used by the U. S. Department of Agriculture were provided under the Agricultural Marketing Act.

The report is based on data collected by the Market Research Corporation of America under contract with the U. S. Department of Agriculture.

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CONSUMER BUYING PRACTICES FOR SELECTED FRESH FRUITS,
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RELATED TO FAMILY CHARACTERISTICS, REGION,
AND CITY SIZE

OCTOBER 1951-MARCH 1952

SUMMARY

Householders bought about 2-2/3 times as much frozen concentrated orange juice during October 1951-March 1952 as in the corresponding period of 1949-50. Much of this increase resulted from a sharp rise in the number of purchases of this product between the two periods. On the other hand, purchases of fresh oranges were comparatively unchanged from the level of 2 years earlier, while those of canned single strength orange juice increased about 13 percent.

A much larger number of families bought fresh oranges during October 1951-March 1952 than bought either frozen concentrated or canned single strength orange juice. Eighty percent of all families bought at least some fresh oranges during this period. In contrast, only about 40 percent of U. S. families bought frozen concentrated orange juice, and only 43 percent bought canned single strength orange juice.

The largest gains in the number of families buying frozen concentrated orange juice continued to be among those families in the clerical-sales and laborer-craftsman occupations. There was some indication of a decline in the volume of purchases of fresh oranges among the clerical-sales and executive-professional occupation groups, as well as among families in cities of between 10,000 and 100,000 population. Families in these cities, however, increased their total purchases of frozen concentrated orange juice.

About 45 percent of the Nation's families bought dried prunes during October 1951-March 1952, compared with 41 percent 2 years ago. In the South, a substantially larger number of families bought dried prunes than in October-March of 1949-50. Also more families in the lower income groups purchased. The proportion of families buying dried peaches and dried apricots were down somewhat, partly reflecting the rise in retail prices.

About 23 percent of the families reported buying imported dates during October 1951-March 1952, a somewhat larger proportion than bought domestic dates during the period. However, total purchases of domestic dates exceeded those of imported dates. This was partly due to the fact that in large cities, those over 500,000 population, average purchases of domestic dates per family were substantially larger than those of imported dates.

During the 6-months period October 1951-March 1952, household purchases of grapefruit and canned single strength grapefruit juice were equal to 17,082,000 boxes of grapefruit. This total was up more than one-fifth from the corresponding months of 1949-1950. Purchases of grapefruit were up 26 percent, and

canned juice purchases increased 15 percent, on a fresh equivalent basis. At the same time, the average of prices paid by consumers for grapefruit declined 11 percent, and prices paid for canned grapefruit juice declined 30 percent.

Average volume of purchases per family buying canned grapefruit juice increased substantially in the Pacific region during October 1951-March 1952, compared with two years earlier, and was higher than in any other geographic region. Average number of grapefruit purchased per buying family, on the other hand, was highest in the North Central region and lowest in the Mountain-Southwest region.

The amount of lemons householders bought during October 1951-March 1952 was about 9 percent more than in the same period two years earlier, while the average of prices paid declined by the same percentage. Household purchases of canned lemon juice increased in response to a decline of one-fifth in prices paid for this juice.

For all canned single strength juices together, the proportion of all families that made purchases during October 1951-March 1952 was up slightly from the corresponding period two years earlier, and the average volume purchased per buying family increased 2 percent. Average purchases of canned single strength juices per family, increased for all income groups except the highest.

FROZEN CONCENTRATED JUICES

About 40 percent of all families bought frozen concentrated orange juice one or more times during the period October 1951-March 1952. This was a substantial increase over the 28 percent that purchased in the corresponding period of 1949-50, and was a marked increase over the 32 percent that bought in April-September 1950 (table 1). During each of these three 6-month periods, the proportion buying during any month was about one-half that for the period as a whole.

Families whose breadwinners were engaged in clerical, sales, and service occupations, or were employed as laborers and craftsman, accounted for much of the increase in the number which bought frozen concentrated orange juice.

Families in the executive and professional groups continued to lead in the proportion buying frozen concentrated orange juice and in the amount purchased per buying family. Fifty-eight percent of this group made purchases of the product during October 1951-March 1952, compared with 50 percent of the clerical and sales group and 39 percent of the craftsman and laborer group (table 1). Farm families showed a larger relative increase in the number purchasing than those in any of the other occupation groups. Among farm families, 14 percent bought frozen concentrated orange juice during October 1951-March 1952, compared with only 7 percent 2 years ago. These families,

however, averaged buying a somewhat smaller amount per family than those in other occupations. The average for farm families was only 13 of the 6-ounce cans per buying family, compared with 22 cans per buying family in the clerical and laborer groups (table 3).

There were significant changes geographically in the proportion of families buying frozen concentrated orange juice. The proportion more than doubled in the Mountain-Southwest region--35 percent during the period October 1951-March 1952, compared with only 15 percent in the same months of 1949-50. The next largest gains were those in the South and Pacific regions. The increases in these regions, nonetheless, failed to overtake the Northeast region which continued to report the highest percentage of all families purchasing, 57 percent. A factor that aided the Northeast in maintaining its leadership in the volume of frozen concentrated orange juice purchased was the sharp increase from 8.3 to 11.1 in the average number of purchases per buying family (table 2). There were only moderate increases in the number of purchases per buying family in the other regions.

The number of families with children under 13 years old that bought frozen concentrated orange juice increased sharply in October 1951-March 1952, compared with the same period of 1949-50 (table 2). The increase for families without children, or for those with children over 13 years of age, was less pronounced though still substantial.

About 57 percent more families bought frozen concentrated grape juice during October 1951-March 1952 than in the corresponding period of 1949-50. Only about 8 percent of all families bought this product, whereas, 40 percent bought frozen concentrated orange juice. The increase in the number of families that bought frozen concentrated grape juice was primarily among those whose breadwinners were in the clerical, sales, craftsman, and laborer occupation groups (table 1).

The percentage of families buying frozen concentrated grape juice was largest in the Northeast where an average of almost 1 out of 8 families purchased within the October 1951-March 1952 period. This compares with the North Central and Mountain-Southwest regions, where 1 out of 11 families purchased, and the Pacific region, where only 1 out of 15 families bought. The largest relative increase in the number of buying families was in the South. However, only 4 percent of the families in that region reported purchasing frozen concentrated grape juice at any time during the 6-month period.

ADE BASES AND SINGLE STRENGTH ADES

The October 1951-March 1952 period marks the first time in this series of reports that family characteristics information has been obtained regarding purchasers of ade bases and single strength ades.

Frozen lemonade base was bought by about 6 percent of the Nation's families during October 1951-March 1952. It was purchased during this period by a larger part of the families in the Pacific region--12 percent--than elsewhere. In sharp contrast, only about 4 percent of the families in the South and the North Central regions reported buying frozen lemonade base (table 1).

The rate of purchasing was considerably higher among upper income families and among families living in the larger cities. Very few farmers made purchases during this period, possibly in part because the product was not generally available to them. Almost as large a proportion of childless families bought frozen lemonade base as those with children.

Only about 2 percent of all families in the Nation reported buying shelf pack (nonfrozen) lemonade base during October 1951-March 1952. Buying families averaged about $2\frac{1}{2}$ of the 6-ounce cans each during the 6-month period (table 3).

Shelf pack (nonfrozen) orangeade base was purchased by about 7 percent of the Nation's families within the October 1951-March 1952 period. Almost 10 percent purchased in the North Central region, compared to only about 3 percent in the Pacific region (table 1). More of the families in small towns, those under 10,000 population, purchased orangeade base than was the case for the large cities, which was also true for single strength orangeade. The proportion of families that purchased was not particularly related to occupation. Those in the executive and professional occupations, however, that bought this product, purchased an average of 12 of the 6-ounce cans during the 6-month period, compared with 5 to 9 cans for the other occupation groups (table 3). Families with children also averaged purchasing somewhat more than those without children.

Canned single strength orangeade was purchased 1 or more times during October 1951-March 1952 by nearly 7 percent of the families in the United States (table 1). A somewhat larger proportion of families in the clerical-sales or craftsman-laborer groups purchased than those in other pursuits. A larger proportion of families with children bought single strength orangeade than did families without children. Also more families in the South and Mountain-Southwest regions bought single-strength orangeade than was reported in the other regions. In the Northeast, however, the families which used canned single strength orangeade, bought it more often and their purchases were larger than those in other parts of the country. Consequently, the per capita average of purchases in the Northeast, including both buying and nonbuying families, was second only to the Southwest where purchases were equivalent to an average of one 46-ounce can for every two families during the 6-month period (table 5). A considerably larger proportion of those families where the head of the family had only a grammar or high school education purchased canned orangeade than did those where the head was college trained.

CANNED JUICES

About 85 percent of all families bought one or more of the canned single strength juices during the 6-month period October 1951-March 1952, compared with 82 percent during October 1949-March 1950 (table 6). The average volume of canned single strength juices purchased per family also was slightly larger, averaging for all families, both buying and non-buying, 1.2 cases of No. 2 cans compared with 1.1 cases for the 6-month period two years earlier. Average amount purchased per family increased in all regions except the Northeast. The increase was largest in the Mountain-Southwest and Pacific regions. Purchases of canned single strength juices by the highest income families declined, but purchases by all lower income group families were larger (table 10). Families in towns and cities bought more canned single strength juice than farm families, purchases of those in the larger cities averaging highest.

Between the periods October 1949-March 1950 and October 1951-March 1952, consumer incomes, as well as the general level of food prices, increased. A decline in the average prices of most canned single strength juices was an exception to this general trend. Between these two periods, in each instance of a decline in the price of a canned single strength juice, there was an accompanying increase in per capita purchases of the juice.

Canned single strength orange juice was purchased by 43 percent of all families during October 1951-March 1952, about the same proportion as during the corresponding months two years earlier. Prices paid by householders for canned single strength orange juice during October 1951-March 1952 averaged 26.1 cents per 46-ounce can, 26 percent lower than two years earlier (table 9). Families who bought canned orange juice purchased somewhat larger amounts than two years ago, averaging about 6.1 of the 46-ounce cans per family. Average purchases per buying family were higher in each geographic region except the Northeast (table 8). They also were higher for each income group except the highest where they declined by one 46-ounce can per family.

Almost the same proportion of families bought canned grapefruit juice during October 1951-March 1952 as in the earlier 6-month period--about 30 percent--but they bought an average of 5 of the 46-ounce cans, about one can more than in the earlier period. Prices paid by householders averaged 23.1 cents per 46-ounce can, down 30 percent from two years earlier (table 9). Purchases per buying family were highest in the Pacific and Mountain-Southwest regions and lowest in the South and Northeast regions (table 8). Average purchases per buying family declined in the Northeast region but increased in all other regions compared with two years earlier. Farm families and those in small communities bought more grapefruit juice in October 1951-March 1952 than two years earlier, but those in large cities bought less.

The percentage of families buying orange-grapefruit blended juice during October 1951-March 1952 also declined slightly compared with the same 6-month period two years earlier--20 percent of all families made purchases compared with 22 percent. Prices paid by householders for blended juice averaged $1/3$ lower than two years earlier--24.8 cents per 46-ounce can during October 1951-March 1952. Families that made purchases bought an average of 3.7 of the 46-ounce cans, or about 12 percent more than in October 1949-March 1950. The average purchases per buying family declined in the Pacific region but increased in all other regions except the Northeast (table 8).

More families bought canned lemon juice during October 1951-March 1952 than two years earlier, while the average volume they purchased remained the same. Lemon juice purchases were not related as closely to family income as purchases of some other canned single strength juices (table 6). Volume of purchases by small families averaged higher than for large families (table 8). Householders paid an average of 10.2 cents per $5\frac{1}{2}$ -ounce can for lemon juice during the period, one-fifth less than two years earlier (table 9).

The proportion of families that bought canned pineapple juice during October 1951-March 1952 increased to 44 percent of all families from 39 percent during the corresponding period two years earlier (table 6). Prices paid by householders during this period averaged $1/4$ less than in October 1949-March 1950 and buying families purchased an average of about $1/5$ more pineapple juice--4.4 of the 46-ounce cans. The gain was largest relatively in the Pacific and Mountain-Southwest regions.

Canned tomato juice was bought during October 1951-March 1952 by almost the same proportion of all families--43 percent--as during these same months two years earlier. Purchases averaged 5.1 of the 46-ounce cans per buying family during October 1951-March 1952, and prices paid by householders averaged 27.7 cents per 46-ounce can.

Prune juice was purchased by 16 percent of all families during October 1951-March 1952, practically the same proportion as in October 1949-March 1950. Both the percentage of families buying and the average volume of their purchases increased sharply in the Mountain-Southwest region. Average purchases by all families, however, continued to be highest in the Northeast region (table 10). Average prices paid by householders for prune juice increased to 32.5 cents per 32-ounce bottle during October 1951-March 1952 from 27.8 cents during the earlier 6-month period.

FRESH CITRUS FRUIT

Although cost of all foods rose almost 20 percent between January 1950 and January 1952, prices of fresh citrus fruit did not follow this general trend. Prices which householders paid for fresh grapefruit during October 1951-March 1952 were down by an average of more than 10 percent compared with the same

period two years earlier, lemon prices were down almost as much, while prices paid for fresh oranges averaged about the same. Householders bought during October 1951-March 1952 practically the same quantity of fresh oranges as two years earlier, even though purchases of frozen concentrated orange juice increased spectacularly during this period. In addition, purchases of canned single strength orange juice increased compared with the same 6-month period of 1949-1950, raising household purchases of oranges and orange products, on a fresh equivalent basis, during October 1951-March 1952 to the highest point recorded for any 6-month period in this series. ^{1/} The decline in the average of prices paid for fresh grapefruit was accompanied by a much larger proportionate increase in the total amount purchased. Household purchases of fresh lemons during these months increased in proportion to the price decline, even though purchases of canned lemon juice were up more than one-fifth and purchases of frozen lemonade base were substantially larger. Although prices paid by householders for tangerines during October 1951-March 1952 averaged 11 percent higher than two years earlier, the number of families buying increased.

The volume of fresh oranges purchased by householders during October 1951-March 1952 was about equal to that bought during the corresponding 6-month period two years earlier, but average purchases per buying family were slightly smaller (table 12). Families that bought oranges during October 1951-March 1952 purchased an average of 9-1/3 dozens each. Florida orange purchases averaged 7.2 dozens per buying families, while those of California-Arizona oranges averaged 5.2 dozens per buying family. However, not all families purchasing Florida oranges also bought California-Arizona oranges (table 13). In each geographic region, average purchases of families who bought California-Arizona oranges during the 6-month period were below those two years earlier, while average purchases of families buying Florida oranges were larger in each region except the Pacific (table 13). In the Mountain-Southwest region they increased by 60 percent.

Florida oranges were bought by 50 percent of all families during October 1951-March 1952, compared with 48 percent during the corresponding months two years earlier, while 52 percent of all families bought California-Arizona oranges, compared with 54 percent two years earlier. A smaller proportion of families in each geographic region, except the Pacific, bought California-Arizona oranges than during October 1949-March 1950 (table 11). On the other hand, a somewhat larger proportion of families in the South and in the North Central regions bought Florida oranges, and 38 percent of families in the Mountain-Southwest region made purchases, compared with only 19 percent two years earlier. The average quantity of oranges purchased per family was related directly to income.

^{1/} "Consumer Fruit and Juice Purchases, April-June 1952," August 1952, USDA, Bureau of Agricultural Economics and Production and Marketing Administration.

The average of prices paid by householders for California-Arizona oranges during October 1951-March 1952, 47 cents per dozen, was almost 4 cents higher than two years earlier, while that paid for Florida oranges, 34 cents per dozen, was down 3 cents. The average of prices paid for all oranges purchased by householders, however, was practically the same for both 6-month periods (table 14).

Fresh grapefruit were bought by about the same number of families during October 1951-March 1952 as in the same 6-month period of 1949-1950. The number of grapefruit purchased per buying family, however, increased from an average of 2-1/4 dozens to 2½ dozens between the two periods. The number purchased per buying family was larger in each geographic region except the Mountain-Southwest and Pacific regions, with the largest increase in the Northeast region (table 12). Purchases per family were largest for the highest income group and smallest for the lowest income group. However, lower middle income families purchased slightly more grapefruit on the average than upper middle income families. Prices paid for fresh grapefruit averaged 88 cents per dozen during October 1951-March 1952, 11 cents less than two years earlier.

Fewer families purchased fresh lemons during October 1951-March 1952 than in the corresponding period two years earlier, 50 percent of all families compared with 53 percent (table 11). The average number of lemons purchased by buying families, however, was about the same, 1.8 dozens. Average purchases of buying families in the Pacific region increased, but was off-set by slight decreases in all other regions. Average purchases of families living in large cities who bought lemons also decreased, while those of farm families were higher, 2.2 dozens per family (table 13). Prices paid by householders for fresh lemons generally were lower during October 1951-March 1952 than two years earlier, averaging 46 cents per dozen compared with 51 cents. Prices averaged lower in all geographic regions.

About one-third of all families bought tangerines during October 1951-March 1952, a slightly larger proportion than two years earlier. Families that bought tangerines, however, bought an average of about 2½ dozens each compared with almost 3 dozens two years earlier (table 13). Average purchases per buying family declined in all geographic regions. Prices paid for tangerines were up an average of 11 percent during October 1951-March 1952 from the average two years earlier, 34 cents per dozen compared with 31 cents. Prices paid averaged higher in all geographic regions (table 14).

DRIED FRUIT

Almost 45 percent of all families bought dried prunes within the 6-month period October 1951-March 1952, somewhat more than the 41 percent that purchased during the corresponding period 2 years ago. This increase was primarily the result of more families buying dried prunes in the South, Mountain-Southwest, and Pacific regions (table 16). About one-fourth more families in the South

bought dried prunes during October 1951-March 1952 than in the corresponding period of 1949-50. In October 1951-March 1952, as in the earlier period, there was a relationship between the age of the housewife and the purchase of dried prunes. Forty-seven percent of the housewives over 45 years of age bought dried prunes, while only 37 percent of those that were less than 35 years of age made purchases. The proportion of families in the lower income group that bought dried prunes represented a substantial increase over the October-March period two years earlier. This increase occurred even though the average price paid by consumers for dried prunes, 25.4 cents per pound, was somewhat higher than it was in the same months of 1949-50 (table 19).

Dried apricots were bought by about 13 percent of all families during October 1951-March 1952, a decline from the 15 percent that purchased during this period two years earlier. Associated with this decline, was a substantial increase in the average price paid by consumers--about 61 cents per pound, compared with 49 cents in October-December 1949-50. In most regions there was a reduction not only in the number of families buying but also in the amount each buying family purchased. In the Mountain-Southwest region, on the contrary, there was almost no reduction in the number of families buying but instead a marked decline in the average amount bought by a purchasing family (table 18). Total purchases also declined considerably in the South. This was the result of both fewer families buying and of smaller individual purchases in the stores. For the Nation as a whole, the average number of purchases declined from 2.0 per buying family to 1.8, and the total amount bought per family declined from the average of 1.8 pounds in October-March two years ago to 1.4 pounds for October 1951-March 1952.

About 7 percent of all families in the United States purchased dried peaches during the period October 1951-March 1952, almost equal to the 7.6 percent reported in these months of 1949-50. The slight decline was possibly in response to the substantially higher average price which consumers had to pay for dried peaches during the October-March period of 1951-52, about 43 cents per pound instead of the 33 cents paid during the corresponding period two years ago (table 19). The number of buying families declined in each of the regions except the North Central and the Mountain-Southwest. The increase in the number of families buying in the North Central region was just sufficient to off-set the decline in the average volume purchased per family. However, purchases declined substantially in all other regions. One of the larger reductions in purchases, as well as in the proportion of families buying, occurred in cities of 100,000 - 500,000 population. Not only did the number of buying families in these cities decline by about one-third, but total purchases dropped by more than 60 percent, compared to only about half as large a decline for the Nation as a whole (table 20).

Only about 5 percent of the Nation's families bought mixed dried fruit during the October-March period of the 1951-52 season, slightly fewer than in the corresponding period 2 years ago. Prices paid for mixed dried fruit averaged

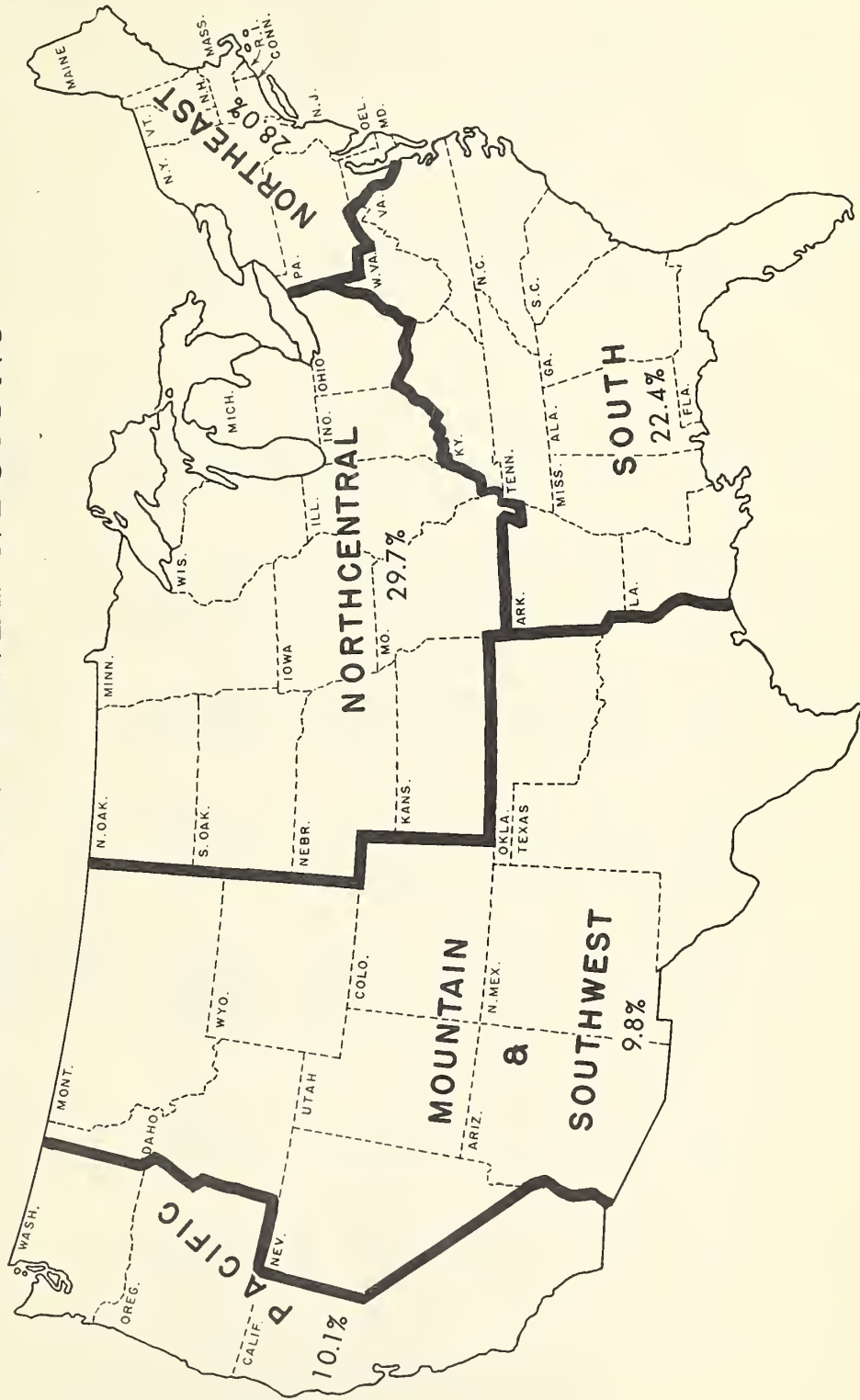
considerably above the level of two years ago--about 41 cents per pound, compared with 32 cents in October-March 1949-50. Consequently, frequency of family purchases of mixed dried fruit, as well as the size of purchases, were below that of the earlier period, resulting in a substantial decline in the amount of mixed dried fruit bought. Purchases also declined most sharply in cities of between 100,000 and 500,000 population (table 20). In these cities, the number of families buying was substantially lower, as were the average frequency and volume of purchases.

Family characteristics of purchasers of domestic and imported dates were obtained separately during October 1951-March 1952 for the first time in this series of reports. Eighteen percent of the families in the United States purchased domestic dates during the period, compared with 23 percent buying imported dates. In the case of domestic dates, there was a much wider variation by regions in the percent of families buying than for imported dates. Forty-three percent of the families in the Pacific region bought domestic dates, compared with only 7 percent in the South (table 16). For imported dates, the largest percentage of families buying was in the Mountain-Southwest region--28percent--while the smallest percentage was in the Pacific region--12 percent.

The percentage of families buying imported dates was larger in cities under 500,000 than in the larger cities. In cities of over 500,000 population, more families bought domestic dates than imported dates. Only about one-half the proportion of families made purchases of domestic dates in towns of under 10,000 population as in the larger cities. In addition, about one-half as many farm families bought domestic dates as they did imported dates (table 16). Prices paid for domestic dates in small towns, however, were higher in relation to imported dates than they were in the larger cities.

Except in the South, householders purchased domestic dates more times than they did imported dates (table 17). Furthermore, during the 6-month period, October-March 1951-52, purchasers of domestic dates averaged buying a larger quantity each purchase than did buyers of imported dates. For both domestic and imported dates, almost twice as large a proportion of the families in the upper income group purchased as did those in the lower income group. A larger proportion of childless families bought domestic and imported dates than those with children.

U. S. POPULATION DISTRIBUTION BY NATIONAL CONSUMER PANEL REGIONS



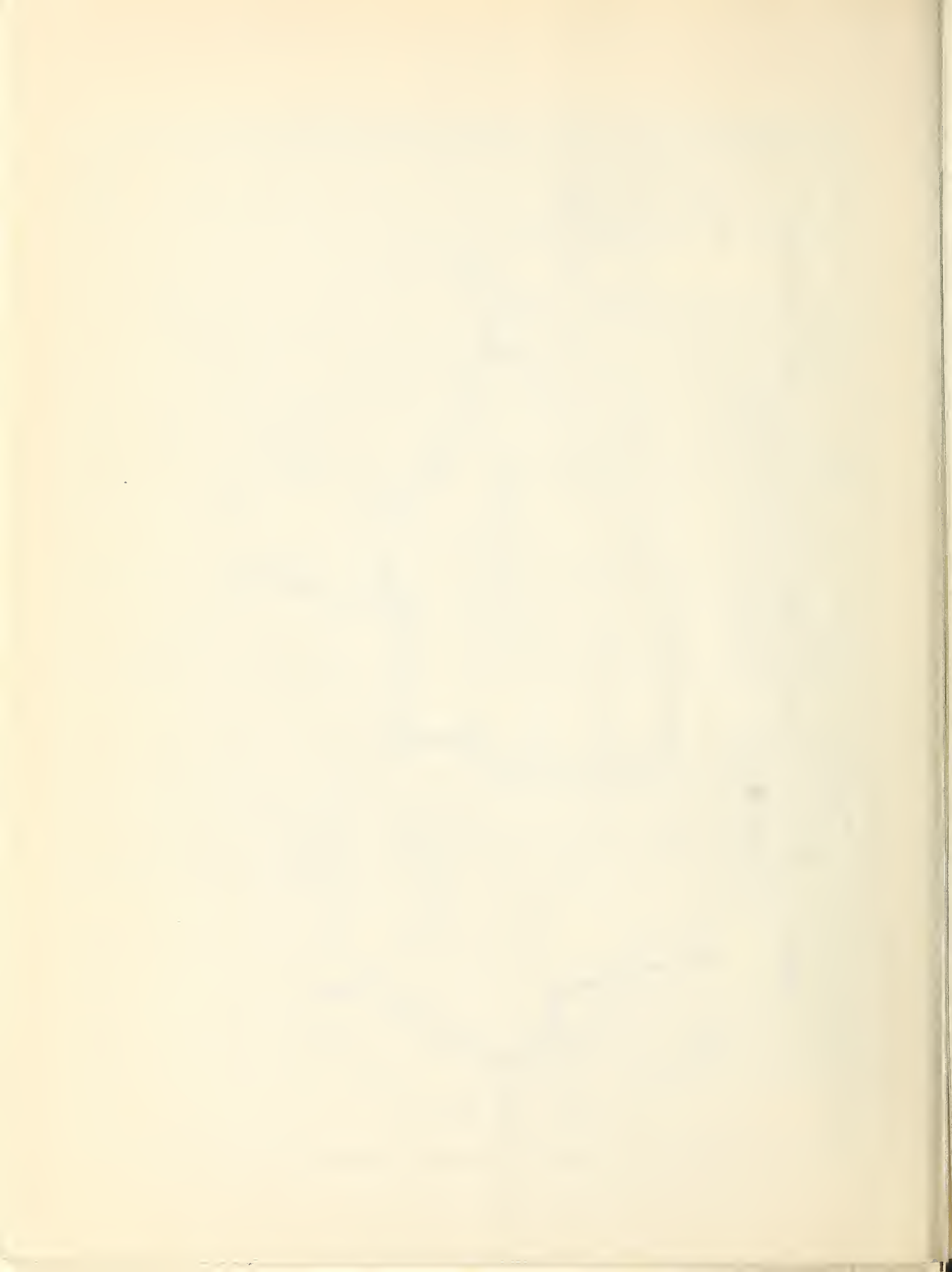


Table 1.- Frozen concentrated juices, ade bases, and single strength ades: Percentage of all families buying by family characteristics and place of residence, October 1949-March 1950 and October 1951-March 1952

Item	Frozen concentrated juices						Single	Ade bases ^{2/}		
	Orange		Grape		Total ^{1/}		strength	Lemonade	Orangeade,	
							orangeade ^{2/}	Frozen	Shelf-pack	shelf-pack
	1949	1951	1949	1951	1949	1951	1951	1951	1951	1951
	-50	-52	-50	-52	-50	-52	-52	-52	-52	-52
	Percent									
United States	28.1	40.3	5.4	8.5	29.0	42.1	6.6	5.7	1.7	6.9
Geographic region										
Northeast	45.6	57.0	8.2	11.9	46.6	59.3	5.7	7.0	1.4	5.7
North Central	27.3	39.4	6.4	8.9	28.3	41.4	5.8	4.0	2.4	9.9
South	12.5	22.4	3/	4.1	12.8	23.0	8.2	3.0	1.1	5.8
Mountain and Southwest	14.7	34.6	5.3	8.8	16.1	35.5	10.1	5.7	1.3	6.9
Pacific	24.5	39.2	4.0	6.7	24.8	41.3	4.9	12.5	1.7	3.2
Size of community										
Farm	8.1	13.1	1.3	2.8	8.4	14.1	5.6	1.7	1.0	7.0
City (Population)										
Under 10,000	22.2	30.8	4.3	7.4	23.2	31.7	8.2	3.3	2.4	9.0
10,000-99,999	31.0	46.1	6.5	9.3	31.9	48.6	8.3	5.3	2.8	6.0
100,000-499,999	28.6	47.6	7.4	11.2	29.7	50.1	6.5	7.4	1.0	7.2
500,000 and over	47.0	59.8	8.3	11.4	47.9	61.8	5.1	9.6	1.4	5.2
Family income										
Upper	38.9	51.2	8.8	12.2	39.7	53.6	6.2	8.9	1.5	7.6
Upper middle	31.2	44.0	5.8	7.7	31.8	45.5	6.9	6.7	1.5	7.1
Lower middle	25.3	38.7	3.9	7.8	26.3	40.4	6.3	3.7	1.8	6.9
Lower	17.6	27.7	3.4	6.4	18.3	28.9	6.9	3.4	1.9	6.0
Size of family										
1 and 2 members	25.7	34.8	4.5	6.3	26.7	36.8	4.6	5.2	1.5	6.1
3 members	30.5	46.6	5.0	8.8	31.3	48.0	6.7	6.7	1.1	6.2
4 and 5 members	32.6	45.1	6.8	11.3	33.1	46.9	8.4	6.4	2.4	8.6
6 and over	15.4	29.6	4.4	6.0	16.8	30.8	6.6	2.8	1.1	5.4
Presence of children ^{4/}										
No children	25.9	36.0	4.4	6.7	26.8	37.8	5.1	4.8	1.4	6.5
Under 6 years	31.2	47.8	6.5	12.0	32.4	49.5	7.2	6.2	1.4	5.3
6-12 years	29.4	44.5	7.0	10.8	30.3	46.0	8.0	5.8	1.9	7.7
13-20 years	23.8	35.7	5.1	7.6	24.1	37.2	7.6	5.2	1.5	7.6
Occupation of family head										
Executive, professional	47.1	57.5	11.0	13.5	48.1	59.6	5.2	11.7	2.3	7.9
Clerical, sales, service	36.4	50.1	5.9	10.1	36.9	52.1	7.2	5.2	1.5	6.3
Craftsman, laborer	25.7	39.3	4.8	8.2	26.7	41.1	7.7	4.9	1.7	7.1
Farmer	6.9	14.4	1.4	3.3	7.3	15.1	5.2	1.6	1.2	6.8
Unclassified	20.0	30.8	3.8	5.4	20.9	32.4	5.9	4.5	1.6	6.1
Education of family head										
Grammar school	18.5	27.8	3.2	5.6	19.3	29.5	7.1	3.3	1.6	6.3
Some high school	33.4	49.5	6.0	10.5	34.2	51.2	7.0	6.2	1.4	7.6
Some college	43.1	57.6	10.0	12.9	44.0	59.6	4.3	11.4	2.4	7.1
Age of housewife										
Under 35 years	32.6	45.2	6.0	11.5	33.4	46.9	7.7	6.6	1.6	5.7
35-44 years	31.4	46.2	7.4	10.8	32.3	47.9	7.2	6.7	1.6	7.1
45 years and over	24.6	35.8	4.1	6.4	25.3	37.6	5.9	4.9	1.7	7.2

1/ Includes purchases of a small amount of frozen concentrated grapefruit and orange-grapefruit blended juices, in addition to other miscellaneous frozen concentrated juices.

2/ Family characteristics data not available for October 1949-March 1950.

3/ Too few purchases reported for analysis.

4/ Classifications in this section are not mutually exclusive, therefore some families are included in two or more groups.

Source: National Consumer Panel of Market Research Corporation of America

Table 2.- Frozen concentrated juices, ade bases, and single strength ades: Average number of purchases per buying family, by family characteristics and place of residence, October 1949-March 1950 and October 1951-March 1952

Item	Frozen concentrated juices						Single	Ade bases 2/		
	Orange		Grape		Total 1/		strength	Lemonade		Orangeade,
	1949	1951	1949	1951	1949	1951	orangeade2/	Frozen	Shelf-pack	shelf-pack
	-50	-52	-50	-52	-50	-52	-52	-52	-52	-52
-----Number-----										
United States	6.9	8.7	3.0	3.6	7.5	9.6	3.8	2.7	1.6	3.6
Geographic region										
Northeast	8.3	11.1	3.0	3.9	8.9	12.3	5.0	3.1	1.2	3.5
North Central	6.0	7.5	2.9	3.8	6.7	8.6	3.3	2.3	1.7	4.3
South	5.2	6.4	3/	4.3	5.4	7.2	3.6	2.7	1.3	2.4
Mountain and Southwest	5.8	6.9	3.9	3.1	6.9	7.8	3.3	2.4	1.8	3.5
Pacific	4.8	6.5	1.7	1.4	5.1	6.8	2.6	2.7	2.2	2.6
Size of community										
Farm	3.5	4.7	2.4	2.8	3.9	5.2	3.3	2.3	1.5	3.6
City (Population)										
Under 10,000	5.1	6.6	3.1	3.2	5.7	7.6	3.5	2.2	1.8	3.6
10,000-99,999	6.5	7.2	2.7	3.9	7.1	8.1	2.9	2.9	1.4	3.8
100,000-499,999	8.1	8.8	2.9	3.2	8.9	9.5	3.2	3.5	1.6	4.2
500,000 and over	8.0	10.6	3.1	4.1	8.7	11.8	5.4	2.5	1.5	2.9
Family income										
Upper	8.0	10.0	2.9	3.8	8.8	11.3	4.1	2.2	1.4	3.4
Upper middle	6.5	8.0	3.3	3.7	7.3	8.8	3.8	3.4	2.1	4.4
Lower middle	6.4	8.9	3.2	3.6	6.8	9.7	3.6	2.6	1.5	3.5
Lower	5.9	6.8	2.2	3.1	6.3	7.6	3.5	2.8	1.4	3.2
Size of family										
1 and 2 members	5.5	6.4	2.4	2.7	5.9	7.1	1.8	2.3	2.0	3.6
3 members	7.4	8.8	2.4	2.0	7.8	9.6	3.3	2.8	1.1	2.2
4 and 5 members	7.3	10.3	3.2	4.5	8.1	11.6	4.6	2.9	1.4	4.1
6 and over	8.2	8.5	4.6	5.7	9.0	9.5	5.4	3.4	2.0	4.3
Presence of children 4/										
No children	5.9	6.9	2.4	2.5	6.3	7.6	2.4	2.4	1.9	3.1
Under 6 years	7.3	10.0	3.5	4.1	8.0	11.2	4.7	3.3	1.2	5.0
6-12 years	8.0	9.9	3.2	4.7	8.8	11.2	5.2	2.3	1.5	4.1
13-20 years	7.5	10.0	3.9	4.5	8.5	11.1	4.8	3.0	1.7	3.9
Occupation of family head										
Executive, professional	8.5	9.7	3.3	3.8	9.6	11.1	3.5	2.6	1.2	3.2
Clerical, sales, service	6.3	9.0	2.3	3.5	6.8	9.9	3.6	2.1	1.5	2.9
Craftsman, laborer	6.4	8.8	3.1	4.0	6.9	9.8	4.1	2.8	1.9	4.2
Farmer	3.6	4.9	2.8	2.1	4.0	5.2	3.8	1.1	1.6	3.7
Unclassified	7.0	6.0	3.2	2.3	7.6	6.8	3.3	4.9	1.4	3.5
Education of family head										
Grammar school	6.2	7.2	2.9	3.9	6.6	8.0	4.0	3.1	2.0	3.8
Some high school	6.4	8.9	2.8	3.6	7.0	9.9	3.7	3.0	1.3	3.3
Some college	8.3	10.3	3.2	3.2	9.3	11.4	2.7	2.1	1.2	3.6
Age of housewife										
Under 35 years	6.8	9.3	2.6	2.6	7.4	10.2	4.7	2.4	1.1	4.4
35-44 years	7.7	10.1	3.8	4.8	8.6	11.5	4.0	2.8	1.3	3.7
45 years and over	6.4	7.4	2.3	3.1	6.7	8.2	3.2	2.8	1.8	3.4

^{1/} Includes purchases of a small amount of frozen concentrated grapefruit and orange-grapefruit blended juices, in addition to other miscellaneous frozen concentrated juices.

^{2/} Family characteristics data not available for October 1949-March 1950.

^{3/} Too few purchases reported for analysis.

^{4/} Classifications in this section are not mutually exclusive, therefore some families are included in two or more groups.

Source: National Consumer Panel of Market Research Corporation of America

Table 3.- Frozen concentrated juices, ade bases, and single strength ades: Average volume of purchases per buying family, by family characteristics and place of residence, October 1949-March 1950 and October 1951-March 1952

Item	Frozen concentrated juices						Single strength orangeade 2/	Ade bases 2/		
	Orange		Grape		Total 1/			Lemonade	Orangeade, shelf-pack	
	1949	1951	1949	1951	1949	1951		1951	1951	1951
	-50	-52	-50	-52	-50	-52		-52	-52	-52
----- 6-ounce cans 3/ -----										
United States	13.4	22.2	4.3	5.3	14.3	23.5	5.2	5.3	2.6	8.5
Geographic region										
Northeast	17.1	28.2	4.3	5.3	17.9	29.7	7.0	5.5	1.7	8.7
North Central	10.7	18.8	3.8	5.8	11.5	20.3	5.4	3.8	2.8	10.7
South	9.0	16.2	4/	6.6	9.2	17.5	3.8	5.1	1.5	4.9
Mountain and Southwest	11.1	19.8	7.5	5.8	13.2	21.8	4.9	4.1	3.2	6.0
Pacific	8.7	17.5	2.1	2.1	9.2	17.5	2.9	6.6	4.5	5.8
Size of community										
Farm	6.4	11.9	3.6	5.8	7.0	12.6	5.0	5.5	2.1	7.9
City (Population)										
Under 10,000	9.8	16.4	4.9	4.9	10.7	18.1	4.4	4.1	3.4	9.2
10,000-99,999	11.3	17.9	3.4	4.9	12.2	19.0	4.2	6.8	1.7	6.6
100,000-499,999	17.1	22.6	4.1	5.1	17.9	23.9	3.2	6.4	2.3	11.7
500,000 and over	15.8	27.3	4.3	5.8	16.6	29.0	8.5	4.5	2.3	6.6
Family income										
Upper	17.1	28.8	4.3	6.0	18.1	30.9	6.3	4.5	2.6	9.6
Upper middle	12.8	19.8	4.9	4.9	13.9	20.9	5.5	6.4	3.8	10.9
Lower middle	11.7	21.3	4.1	5.1	12.2	22.2	4.9	5.3	2.3	7.0
Lower	9.4	14.5	3.2	4.5	9.8	15.8	4.0	4.7	1.9	6.2
Size of family										
1 and 2 members	9.4	13.4	3.4	4.3	10.0	14.7	2.0	3.4	3.4	7.0
3 members	12.6	21.1	3.0	2.8	13.0	22.2	3.9	5.3	1.1	4.3
4 and 5 members	16.0	29.0	4.9	6.4	17.1	30.7	6.0	6.4	2.3	10.9
6 and over	16.9	23.9	5.5	10.2	17.3	25.6	10.9	7.0	3.6	11.7
Presence of children 5/										
No children	10.5	14.9	3.4	3.8	11.1	16.0	2.9	3.8	3.2	6.2
Under 6 years	15.4	28.2	5.5	6.0	16.4	29.7	7.8	7.0	1.7	12.6
6-12 years	17.3	27.9	4.7	7.3	18.1	29.9	8.0	4.7	2.3	10.9
13-20 years	14.1	28.4	5.3	6.6	15.3	30.1	7.4	6.0	2.6	9.0
Occupation of family head										
Executive, professional	17.5	26.7	4.7	5.8	19.0	28.8	4.2	5.3	1.7	11.7
Clerical, sales, service	11.7	22.2	2.8	5.3	12.2	23.3	4.4	3.8	2.3	5.3
Craftsman, laborer	12.6	22.4	4.5	5.5	13.2	23.7	5.9	5.3	3.2	9.0
Farmer	6.2	13.0	4.1	4.5	6.8	13.4	5.9	3.0	2.3	8.5
Unclassified	12.6	13.9	4.7	3.4	13.4	14.7	4.1	7.5	2.6	6.6
Education of family head										
Grammar school	11.1	17.1	4.1	5.5	11.5	17.9	5.9	5.3	3.6	8.1
Some high school	12.8	23.0	4.1	5.3	13.4	24.5	4.7	6.2	1.9	6.8
Some college	17.1	27.7	4.7	5.1	18.3	29.4	2.9	4.1	1.5	13.2
Age of housewife										
Under 35 years	13.4	25.0	3.6	4.5	14.3	26.5	6.5	5.5	1.7	9.2
35-44 years	15.4	27.5	5.5	6.8	16.6	29.2	5.5	5.5	2.1	10.2
45 years and over	11.9	17.3	3.2	4.5	12.4	18.6	4.4	4.9	3.0	7.5

1/ Includes purchases of a small amount of frozen concentrated grapefruit and orange-grapefruit blended juices, in addition to other miscellaneous frozen concentrated juices.

2/ Family characteristics data not available for October 1949-March 1950.

3/ Number of 6-ounce cans except for single strength orangeade, 46-ounce cans.

4/ Too few purchases reported for analysis.

5/ Classification in this section are not mutually exclusive, therefore some families are included in two or more groups.

Table 4.- Frozen concentrated juices, ade bases, and single strength ades: Average price paid by household consumers, by family characteristics and place of residence, October 1949-March 1950 and October 1951-March 1952

Item	Frozen concentrated juices				Single strength orangeade 1/	Ade bases 1/		
	Orange		Grape			Lemonade		Orangeade,
	1949		1951			Frozen		Shelf-pack
	1949	1951	1949	1951	1951	1951	1951	
	-50	-52	-50	-52	-52	-52	-52	-52
----- Cents per 6-ounce can 2/- -----								
United States	25.8	18.1	24.8	22.8	28.3	15.0	14.4	15.9
Geographic region								
Northeast	25.5	18.0	23.7	22.5	28.4	16.5	13.7	15.7
North Central	26.2	18.1	25.2	22.4	28.5	16.2	14.9	15.8
South	27.2	18.6	3/	24.3	27.9	18.2	14.1	15.4
Mountain and Southwest	26.9	19.2	27.8	24.8	28.0	15.5	15.0	16.3
Pacific	26.0	17.6	23.2	20.4	29.0	12.4	13.8	16.5
Size of community								
Farm	26.6	18.4	24.5	23.1	28.1	15.7	16.8	16.3
City (Population)								
Under 10,000	27.0	19.6	26.4	24.4	28.5	16.5	14.1	16.3
10,000-99,999	26.6	18.0	24.9	23.2	28.5	15.2	14.0	15.2
100,000-499,999	26.2	18.0	24.8	22.2	29.2	14.2	14.7	15.3
500,000 and over	25.2	17.8	23.9	22.2	27.9	15.0	14.1	15.6
Family income								
Upper	26.0	18.3	24.8	22.4	28.5	15.3	14.8	16.1
Upper middle	25.8	18.2	24.7	22.9	28.0	14.2	13.8	15.5
Lower middle	25.5	18.0	25.1	23.6	28.3	16.6	14.5	16.1
Lower	25.9	17.7	25.0	23.0	28.4	14.3	14.9	15.9
Size of family								
1 and 2 members	26.6	18.5	25.1	23.1	27.9	16.8	14.1	16.1
3 members	25.8	18.3	23.8	22.7	28.9	15.5	14.4	16.2
4 and 5 members	25.5	17.8	25.0	23.1	28.2	13.7	14.3	15.8
6 and over	26.4	18.5	24.9	21.6	28.3	17.9	15.9	15.5
Presence of children 4/								
No children	26.3	18.4	24.7	22.9	28.2	16.3	14.3	16.0
Under 6 years	25.8	17.8	25.6	22.7	28.3	13.9	14.9	15.6
6-12 years	25.7	17.6	25.4	22.9	28.2	15.2	14.5	15.8
13-20 years	25.7	18.6	24.4	22.8	28.3	14.7	14.6	15.9
Occupation of family head								
Executive, professional	25.9	17.9	24.6	22.7	28.9	14.9	13.8	15.4
Clerical, sales, service	25.8	18.4	24.6	22.9	27.9	15.6	13.8	15.8
Craftsman, laborer	25.6	18.1	25.0	23.0	28.5	15.3	14.1	16.1
Farmer	26.0	18.8	24.7	22.6	27.7	17.7	16.8	16.1
Unclassified	26.3	17.8	26.0	22.6	28.0	13.4	15.6	16.0
Education of family head								
Grammar school	25.7	18.6	24.8	22.7	28.4	15.0	14.6	16.4
Some high school	25.8	18.0	24.2	23.1	28.1	15.3	14.3	15.5
Some college	25.9	17.8	25.5	22.6	28.1	14.2	13.8	15.4
Age of housewife								
Under 35 years	25.5	17.4	24.3	22.6	28.1	14.1	14.1	15.8
35-44 years	25.8	18.1	25.3	23.1	28.6	15.3	14.8	15.7
45 years and over	26.0	18.6	24.3	22.7	28.2	15.1	14.3	16.0

1/ Family characteristics data not available for October 1949-1950.

3/ Price per 6-ounce can except for single strength orangeade, per 46-ounce can.

3/ Too few purchases reported for analysis.

4/ Classification in this section are not mutually exclusive, therefore some families are included in two or more groups.

Source: National Consumer Panel of Market Research Corporation of America.

Table 5.- Frozen concentrated juices, ade bases, and single strength ades: Volume of purchases per 1,000 families, by family characteristics and place of residence, October 1949-March 1950 and October 1951-March 1952

Item	Frozen concentrated juices						Single	Ade bases 2/		
	Orange		Grape		Total 1/		strength	Lemonade		Orangeade,
	1949	1951	1949	1951	1949	1951	orangeade2/	Frozen	Shelf-pack	shelf-pack
	-50	-52	-50	-52	-50	-52	1951	1951	1951	1951
	Gallons						Cases 3/	Gallons		
United States	177.2	419.1	10.8	21.2	193.1	463.1	36.3	14.2	2.0	27.6
Geographic region										
Northeast	364.5	752.4	16.2	29.8	389.8	824.3	42.8	18.2	1.1	23.4
North Central	137.2	346.7	11.6	24.0	154.0	393.3	33.6	7.2	3.1	49.5
South	52.1	170.2	4/	12.7	54.7	188.6	33.6	7.2	.8	13.3
Mountain and Southwest	77.1	321.8	18.5	23.8	99.4	362.1	52.5	10.8	2.0	19.3
Pacific	100.9	321.4	4.1	6.7	106.9	338.7	15.2	38.8	3.6	8.6
Size of community										
Farm	24.6	73.3	2.3	7.5	27.5	83.2	29.7	4.4	1.0	25.9
City (Population)										
Under 10,000	103.2	237.2	10.0	17.0	116.5	269.4	38.5	6.3	3.8	38.7
10,000-99,999	164.0	387.2	10.2	21.4	181.2	432.5	37.4	17.0	2.2	18.6
100,000-499,999	227.5	504.6	14.0	26.9	247.8	561.1	22.1	22.2	1.1	39.6
500,000 and over	349.8	765.4	16.8	30.8	375.5	840.5	45.9	20.2	1.5	16.1
Family income										
Upper	309.9	691.2	17.8	34.2	336.6	777.2	41.5	18.7	1.8	34.2
Upper middle	186.8	409.2	13.1	17.7	206.3	445.9	40.7	20.1	2.7	36.2
Lower middle	138.4	387.0	7.2	18.7	148.6	420.2	32.8	9.2	2.0	22.8
Lower	77.3	188.4	5.1	13.4	84.7	213.9	29.7	7.5	1.7	17.4
Size of family										
1 and 2 members	113.1	219.2	7.1	12.6	124.4	253.9	9.7	8.3	2.4	20.1
3 members	180.2	461.3	6.9	11.4	191.1	499.2	28.1	16.8	.6	12.4
4 and 5 members	243.3	613.4	15.9	33.9	266.5	675.4	53.8	19.2	2.6	43.9
6 and over	121.8	331.5	11.6	28.8	135.9	369.6	76.6	9.2	1.9	29.7
Presence of children 5/										
No children	127.3	252.0	6.9	12.1	138.7	283.5	15.8	8.6	2.1	18.8
Under 6 years	225.3	631.0	16.8	33.6	249.4	688.0	59.8	20.5	1.1	31.3
6-12 years	237.2	583.0	15.3	36.7	258.9	644.0	68.0	12.8	2.1	39.3
13-20 years	156.3	474.8	12.7	23.6	173.3	524.5	60.0	14.6	1.8	31.9
Occupation of family head										
Executive, professional	386.7	718.8	24.8	36.4	427.5	804.6	23.4	29.2	1.8	43.4
Clerical, sales, service	198.3	521.0	7.9	25.2	210.8	567.9	33.8	9.4	1.6	15.8
Craftsman, laborer	151.7	412.6	10.3	21.3	164.8	456.2	48.5	12.2	2.6	29.8
Farmer	20.4	87.8	2.6	6.9	23.2	95.1	32.8	2.2	1.3	27.2
Unclassified	119.0	200.2	8.2	8.6	132.0	223.6	26.0	15.8	1.9	18.9
Education of family head										
Grammar school	95.8	222.4	6.0	14.6	103.5	247.8	44.7	8.2	2.7	23.9
Some high school	199.3	534.6	11.1	26.2	215.9	588.8	35.0	18.0	1.3	24.3
Some college	344.0	748.8	22.1	31.0	379.2	822.5	13.3	21.7	1.7	44.0
Age of housewife										
Under 35 years	205.8	528.8	10.4	24.2	224.6	581.6	53.1	17.2	1.3	24.5
35-44 years	226.5	596.0	19.2	34.6	252.2	656.2	42.5	17.4	1.6	34.1
45 years and over	137.6	290.0	6.0	13.4	146.7	327.1	27.7	11.3	2.4	25.2

1/ Includes purchases of a small amount of frozen concentrated grapefruit and orange-grapefruit blended juices, in addition to other miscellaneous frozen concentrated juices.

2/ Family characteristics data not available for October 1949-March 1950.

3/ Equivalent cases 24 No. 2 cans—432 ounces per case.

4/ Too few purchases reported for analysis.

5/ Classifications in this section are not mutually exclusive, therefore some families are included in two or more groups.

Source: National Consumer Panel of Market Research Corporation of America

Table 6.- Canned juices: Percentage of all families buying, by family characteristics and place of residence, October 1949-March 1950 and October 1951-March 1952

Item	Orange		Grapefruit		Orange-grapefruit blend		Tangerines		Lemon		Apple	
	1949-50:	1951-52:	1949-50:	1951-52:	1949-50:	1951-52:	1949-50:	1951-52:	1949-50:	1951-52:	1949-50:	1951-52:
	Percent											
United States	42.5	42.7	30.2	29.7	21.8	20.4	5.8	7.7	8.3	8.6	11.7	10.7
Geographic region												
Northeast	41.7	37.5	30.8	28.3	29.3	22.6	9.2	9.7	11.1	9.7	15.8	13.4
North Central	42.6	43.2	27.1	27.5	22.9	24.1	6.8	8.2	9.4	11.1	9.2	7.6
South	44.8	49.8	27.5	29.2	11.8	11.7	2.3	4.8	3.8	4.5	5.9	6.1
Mountain and Southwest	43.6	45.3	33.1	36.2	15.0	16.4	3.3	10.4	5.8	4.7	10.0	13.2
Pacific	38.9	39.0	41.8	35.5	23.6	23.5	2.3	4.1	8.1	9.3	22.2	19.5
Size of community												
Farm	36.3	45.9	21.4	24.2	11.5	13.3	2.5	5.6	4.2	6.0	3.7	3.8
City (Population)												
Under 10,000	46.5	48.5	30.9	31.8	21.6	20.2	4.8	6.4	6.9	6.5	6.6	5.9
10,000-99,999	43.5	42.4	31.2	27.3	22.8	22.7	4.6	10.6	9.9	10.4	11.1	9.0
100,000-499,999	46.4	43.8	33.8	32.7	23.4	21.3	7.4	8.4	6.9	6.5	14.6	12.9
500,000 and over	44.3	35.2	34.1	31.1	28.3	23.5	9.4	8.5	12.2	12.4	22.0	18.9
Family income												
Upper	44.6	43.1	34.4	31.8	25.5	19.0	6.2	9.4	9.1	9.9	15.0	14.1
Upper middle	43.3	41.9	30.3	29.5	23.7	23.1	7.0	7.4	9.4	8.9	13.1	10.4
Lower middle	41.7	43.5	27.1	29.3	20.6	20.6	4.7	6.7	7.6	7.3	10.3	10.6
Lower	40.6	42.4	29.0	28.3	17.5	18.9	5.5	7.4	7.0	8.2	8.6	7.7
Size of family												
1 and 2 members	37.7	39.2	33.9	33.0	21.0	21.4	5.0	7.6	8.2	9.9	9.9	9.8
3 members	40.9	39.9	28.0	29.4	22.0	19.6	6.0	7.7	7.3	7.6	11.0	11.2
4 and 5 members	45.5	45.6	30.6	27.4	24.4	20.3	6.6	8.6	8.7	8.6	14.8	12.0
6 and over	48.4	50.4	24.0	27.9	15.0	18.8	5.1	5.4	9.0	6.6	8.3	8.3
Presence of children 1/												
No children	40.1	40.2	34.3	33.2	22.2	20.6	5.3	7.7	8.2	9.3	10.0	9.7
Under 6 years	42.6	44.2	23.0	24.3	18.5	19.7	5.6	6.4	6.4	8.4	13.6	11.7
6-12 years	45.7	45.0	27.3	24.3	19.8	20.9	6.6	7.9	8.7	8.6	13.1	12.0
13-20 years	46.1	46.8	29.0	31.3	23.5	19.5	6.5	7.2	9.4	7.0	11.2	8.9
Occupation of family head												
Executive, professional	45.1	39.7	36.4	33.0	28.8	22.4	7.7	10.0	10.5	9.6	20.8	16.1
Clerical, sales, service	44.0	40.7	35.8	33.0	24.7	24.2	7.0	9.1	9.8	10.3	14.2	14.3
Craftsman, laborer	43.4	43.4	28.0	27.9	21.6	20.6	6.0	7.0	8.3	8.3	9.9	9.6
Farmer	35.1	48.7	18.2	23.1	11.8	13.2	2.8	5.6	4.0	5.6	3.3	3.8
Unclassified	43.4	42.3	35.3	31.9	20.0	18.1	4.4	6.6	7.5	8.2	11.6	7.7
Education of family head												
Grammar school	39.7	43.6	28.2	29.2	19.5	18.0	4.6	6.4	7.1	7.5	7.8	7.4
Some high school	45.1	41.8	29.9	28.3	22.0	21.9	6.3	8.0	8.7	9.3	12.3	11.5
Some college	45.1	42.2	35.7	34.2	27.2	23.9	8.2	11.1	10.5	10.1	20.8	18.5
Age of housewife												
Under 35 years	41.8	46.0	21.4	24.7	16.7	20.3	6.4	9.2	7.0	7.7	12.2	13.6
35-44 years	42.0	43.1	29.9	26.0	23.4	20.7	6.1	7.8	8.9	8.9	13.2	12.7
45 years and over	43.1	41.5	33.8	33.2	22.8	20.2	5.5	7.2	8.4	8.7	10.7	8.8

Continued

Table 6.-Canned juices: Percentage of all families buying, by family characteristics and place of residence, October 1949-March 1950 and October 1951-March 1952 - Continued

Item	Grape		Pineapple		Prune		Tomato		Vegetable combination		all canned juices	
	1949-50:	1951-52:	1949-50:	1951-52:	1949-50:	1951-52:	1949-50:	1951-52:	1949-50:	1951-52:	1949-50:	1951-52:
	Percent											
United States	16.0	16.1	38.6	44.2	16.3	16.2	43.6	43.1	11.3	11.2	81.6	84.5
Geographic region												
Northeast	16.3	16.0	51.8	55.6	26.1	24.2	53.4	50.8	12.8	13.8	88.9	90.2
North Central	12.6	12.6	30.2	39.9	12.7	12.9	34.9	38.9	11.3	10.4	78.7	82.1
South	15.0	14.7	27.5	29.7	9.9	10.8	32.0	30.3	6.6	5.9	71.0	77.4
Mountain and Southwest	21.1	23.3	38.9	43.1	11.7	15.4	51.9	47.8	9.4	10.7	83.6	85.8
Pacific	23.3	23.0	49.6	56.1	16.7	16.0	58.5	55.5	19.0	17.4	89.3	89.2
Size of community												
Farm	10.5	8.0	21.6	26.9	7.2	7.3	21.2	21.4	3.3	4.1	62.9	68.7
City (Population)												
Under 10,000	14.2	13.7	32.7	35.8	11.8	11.7	38.2	38.1	9.9	6.5	79.7	84.5
10,000-99,999	15.5	16.2	40.3	43.5	17.7	15.7	49.0	45.1	12.5	13.4	86.7	87.0
100,000-499,999	24.2	18.6	43.1	48.3	15.1	16.8	49.2	46.0	14.3	14.1	89.6	86.5
500,000 and over	19.2	22.1	54.5	60.9	27.3	25.7	60.6	59.0	16.9	17.3	91.7	92.6
Family income												
Upper	19.8	19.8	44.1	49.2	19.1	18.8	51.1	50.9	14.5	15.4	87.7	89.5
Upper middle	16.5	16.5	39.9	46.7	18.1	16.7	48.1	46.0	12.0	11.0	84.2	86.5
Lower middle	14.1	16.6	38.5	44.2	15.3	16.7	38.2	40.3	8.7	11.3	79.0	83.5
Lower	13.7	11.5	32.2	37.0	13.1	12.3	37.2	35.2	10.0	7.1	75.6	78.7
Size of family												
1 and 2 members	14.9	12.9	35.8	41.4	14.7	15.4	39.8	40.3	11.6	11.4	79.7	85.3
3 members	15.8	16.8	40.4	45.3	18.3	17.5	43.6	43.8	13.2	12.6	83.2	83.8
4 and 5 members	17.7	18.8	41.8	48.2	17.4	17.5	47.9	45.5	11.4	11.1	83.5	86.1
6 and over	13.8	16.0	32.3	37.9	13.1	11.4	39.6	42.7	6.5	8.0	76.7	78.6
Presence of children ^{1/}												
No children	15.3	13.2	38.0	41.8	16.5	15.4	40.6	39.9	11.6	11.0	81.6	83.5
Under 6 years	16.4	21.0	38.4	45.8	17.7	18.7	45.9	46.4	12.2	10.7	80.2	84.7
6-12 years	16.7	19.6	38.0	47.5	16.4	16.5	45.8	44.7	10.5	10.0	81.3	84.4
13-20 years	15.3	15.6	37.2	43.2	11.8	13.6	42.5	44.4	8.6	11.4	79.3	83.7
Occupation of family head												
Executive, professional	18.8	21.0	46.0	51.7	17.1	19.9	59.5	55.9	17.8	17.1	90.6	92.5
Clerical, sales, service	18.2	19.6	45.1	49.6	21.7	21.0	52.4	52.5	14.3	16.4	89.5	91.6
Craftsman, laborer	16.2	16.8	39.8	44.4	17.5	15.9	43.7	42.1	10.3	8.9	82.9	83.1
Farmer	9.5	8.2	20.3	29.4	6.2	6.1	19.6	21.4	3.0	4.2	59.4	68.9
Unclassified	15.6	10.1	36.3	39.9	14.4	14.1	33.8	35.2	10.9	8.5	78.4	82.2
Education of family head												
Grammar school	15.1	12.9	32.8	37.2	13.8	13.4	35.0	35.4	8.2	7.3	74.5	78.9
Some high school	16.1	18.4	43.4	50.4	19.3	18.4	49.4	47.9	12.3	13.5	86.7	88.7
Some college	18.2	20.5	44.8	51.6	17.5	19.6	54.9	55.3	17.3	17.8	90.3	92.2
Age of housewife												
Under 35 years	16.7	22.0	37.5	44.1	16.2	17.0	48.2	51.3	10.3	11.9	80.5	85.9
35-44 years	15.7	18.5	40.3	50.6	19.2	19.3	46.9	43.1	10.9	11.5	82.1	86.2
45 years and over	15.9	13.1	38.1	40.9	14.8	14.2	39.9	40.5	12.0	10.9	81.7	83.2

^{1/} Classifications in this section are not mutually exclusive, therefore some families are included in two or more groups.

Table 7.- Canned juices: Average number of purchases per buying family, by family characteristics and place of residence, October 1949-March 1950 and October 1951-March 1952

Item	Orange		Grapefruit		Grapefruit blend		Tomato		Lemon		Apple	
	1949-50:	1951-52:	1949-50:	1951-52:	1949-50:	1951-52:	1949-50:	1951-52:	1949-50:	1951-52:	1949-50:	1951-52:
	Number											
United States	4.4	4.3	3.5	3.6	2.9	2.9	2.1	2.1	2.4	2.4	3.6	3.5
Geographic region												
Northeast	5.1	4.7	4.0	3.6	3.5	3.4	2.5	2.5	2.4	2.8	4.1	4.9
North Central	4.1	4.2	2.9	3.4	2.5	2.6	1.6	1.9	2.6	2.4	3.7	2.6
South	4.3	4.4	3.2	3.3	2.4	3.4	2.1	1.6	2.0	2.4	3.0	3.3
Mountain and Southwest	3.9	4.2	3.4	3.8	2.5	2.2	1.0	1.5	2.1	1.7	1.9	2.3
Pacific	3.4	3.7	3.8	4.8	2.9	2.6	1.9	2.9	2.9	1.9	3.6	3.2
Size of community												
Farm	3.5	4.1	2.7	3.2	2.2	3.2	1.4	2.0	1.8	2.3	2.0	2.1
City (Population)												
Under 10,000	4.5	4.4	3.2	3.4	2.5	2.8	1.5	2.0	2.2	2.1	2.7	2.9
10,000-99,999	4.4	4.6	3.4	4.5	3.7	3.4	2.3	1.8	3.3	2.3	3.3	3.8
100,000-499,999	4.3	4.5	3.4	3.3	2.8	2.8	2.1	2.0	1.9	2.1	2.9	2.4
500,000 and over	4.8	4.2	4.1	3.9	3.1	2.6	2.3	2.3	2.5	2.8	4.4	4.3
Family income												
Upper	4.8	4.1	3.4	3.5	2.8	2.5	1.9	1.8	2.6	2.3	4.2	3.5
Upper middle	4.6	4.5	3.4	4.4	2.8	2.9	2.3	2.4	2.4	2.2	3.3	4.0
Lower middle	4.2	4.5	3.6	3.2	3.1	3.3	2.0	1.4	2.0	2.1	3.5	3.5
Lower	3.9	4.2	3.5	3.8	2.8	2.9	2.0	2.6	2.8	3.2	3.3	3.0
Size of family												
1 and 2 members	3.7	3.9	3.8	3.9	2.6	2.4	2.0	2.1	2.7	2.9	2.5	3.0
3 members	4.1	4.1	3.4	4.1	3.0	3.3	2.3	1.8	2.4	2.0	3.9	2.9
4 and 5 members	5.1	4.6	3.3	3.1	3.1	3.2	2.0	2.1	2.5	2.3	4.1	4.4
6 and over	4.2	4.9	3.0	3.3	2.6	2.7	2.0	2.3	1.8	1.7	3.6	3.3
Presence of children 1/												
No children	4.0	4.0	3.7	4.0	2.8	2.8	2.0	2.2	2.9	2.8	2.5	2.8
Under 6 years	4.2	4.7	2.8	3.1	2.8	2.8	2.2	2.0	2.2	1.6	4.8	4.5
6-12 years	4.6	4.6	3.0	2.9	2.9	3.1	2.3	1.9	2.2	2.0	4.3	4.3
13-20 years	4.6	4.4	3.5	3.4	2.9	3.2	1.8	2.0	2.0	2.5	3.4	3.5
Occupation of family head												
Executive, professional	4.5	4.4	3.5	3.6	3.0	2.6	1.9	2.4	2.1	2.3	4.4	3.4
Clerical, sales, service	4.6	4.2	3.8	3.9	2.7	2.6	2.2	1.9	2.6	2.6	3.4	3.8
Craftsman, laborer	4.5	4.6	3.4	3.4	3.2	3.1	2.1	1.7	2.6	2.4	3.4	4.0
Farmer	3.6	4.1	2.5	3.3	2.1	2.4	1.5	2.0	1.8	2.6	2.1	2.3
Unclassified	3.9	3.9	3.6	4.1	2.5	3.6	1.9	3.1	2.8	2.5	3.4	2.3
Education of family head												
Grammar school	4.3	4.1	3.3	3.6	2.9	3.1	1.7	1.8	2.5	2.6	3.2	3.5
Some high school	4.3	4.8	3.4	3.8	2.8	2.8	2.2	2.1	2.7	2.4	3.7	3.5
Some college	4.6	4.1	3.9	3.5	3.0	2.6	2.4	2.5	2.0	2.1	4.0	3.6
Age of housewife												
Under 35 years	4.1	4.6	2.9	3.0	2.8	2.4	2.6	1.9	1.7	1.6	4.1	3.8
35-44 years	4.6	4.1	3.2	3.4	3.1	2.8	2.0	2.4	2.3	2.0	4.0	4.0
45 years and over	4.3	4.3	3.8	3.9	2.8	3.1	1.9	1.9	2.8	2.9	3.1	3.0

Continued

Table 7.-Canned juices: Average number of purchases per buying family, by family characteristics and place of residence, October 1949-March 1950 and October 1951-March 1952 - Continued

Item	Grape		Pineapple		Prune		Tomato		Vegetable combination		All canned juices	
	1949-50:	1951-52:	1949-50:	1951-52:	1949-50:	1951-52:	1949-50:	1951-52:	1949-50:	1951-52:	1949-50:	1951-52:
	Number											
United States	2.4	2.5	3.7	3.9	4.7	4.5	5.0	4.7	2.8	3.0	12.3	11.8
Geographic region												
Northeast	2.5	2.3	4.9	5.1	5.5	5.3	5.9	5.8	3.0	3.5	16.5	14.9
North Central	2.5	2.0	2.8	2.9	4.5	4.3	4.4	3.9	2.3	2.9	10.0	10.0
South	2.1	2.2	2.8	3.3	3.1	2.5	4.4	4.3	2.6	2.5	9.2	9.2
Mountain and Southwest	2.3	2.9	3.2	3.7	4.5	6.1	4.3	4.3	2.6	2.6	10.5	11.9
Pacific	2.3	3.3	3.4	3.7	3.5	3.0	5.0	4.6	3.3	2.5	13.2	13.2
Size of community												
Farm	1.8	2.4	2.4	2.7	3.1	3.7	4.1	4.1	1.8	2.7	6.8	8.3
City (Population)												
Under 10,000	2.0	2.1	3.0	2.7	4.2	4.7	4.2	4.1	2.4	2.9	10.0	9.5
10,000-99,999	2.8	2.7	3.2	3.5	4.4	3.9	5.2	4.9	3.2	3.0	12.1	12.0
100,000-499,999	2.4	2.8	3.6	3.9	4.7	3.6	5.5	4.6	2.3	3.0	12.2	11.9
500,000 and over	2.7	2.5	4.7	5.0	5.3	5.1	5.6	5.1	3.0	3.0	17.2	15.3
Family income												
Upper	2.3	2.3	4.0	3.9	4.8	3.9	5.3	4.7	3.3	3.1	14.0	12.2
Upper middle	2.3	3.0	3.7	3.9	4.6	5.1	4.9	4.7	2.9	2.7	12.6	12.6
Lower middle	2.4	2.5	3.8	3.8	5.1	5.2	5.3	4.9	2.2	3.0	11.9	11.9
Lower	2.4	2.0	3.4	3.9	4.2	3.7	4.7	4.5	2.3	3.1	10.6	10.5
Size of family												
1 and 2 members	2.6	2.5	3.0	3.4	4.2	4.5	4.4	4.5	2.8	3.0	10.6	10.8
3 members	2.1	2.4	3.7	3.5	5.1	4.5	4.9	4.6	2.6	3.2	11.8	11.6
4 and 5 members	2.2	2.6	4.2	4.5	4.8	4.9	5.5	5.0	3.0	2.8	14.2	13.1
6 and over	2.8	2.3	3.9	4.1	4.5	2.6	5.0	4.4	2.0	2.4	11.2	11.6
Presence of children ^{1/}												
No children	2.4	2.5	3.4	3.4	4.6	4.8	4.8	4.5	2.8	3.0	11.4	11.1
Under 6 years	2.2	2.4	4.3	4.3	4.5	4.4	5.1	4.1	2.7	3.2	12.9	12.2
6-12 years	2.3	2.3	4.1	4.6	4.6	4.1	5.2	4.8	2.9	2.8	12.9	12.5
13-20 years	2.3	2.6	3.8	4.3	5.1	4.2	5.4	5.2	2.5	2.6	12.6	12.3
Occupation of family head												
Executive, professional	2.0	2.4	4.0	3.9	4.7	4.4	5.2	5.0	3.3	3.5	14.6	13.2
Clerical, sales, service	2.4	2.2	3.7	4.2	4.3	4.9	5.1	4.7	2.7	3.0	13.3	12.9
Craftsman, laborer	2.5	2.7	4.0	4.2	5.4	4.8	5.1	4.7	2.5	2.5	12.6	12.1
Farmer	1.7	1.7	2.2	2.6	2.2	2.4	4.0	4.4	2.1	2.6	6.5	8.2
Unclassified	3.2	3.2	3.0	3.4	4.3	3.8	4.8	4.3	2.5	2.8	11.1	10.3
Education of family head												
Grammar school	2.4	2.5	3.7	3.5	5.1	4.2	5.0	4.6	2.6	2.8	11.4	10.6
Some high school	2.3	2.5	3.5	4.1	4.4	4.7	4.8	4.7	2.8	2.9	12.3	12.6
Some college	2.3	2.5	4.0	4.2	4.3	4.8	5.4	4.9	2.9	3.2	14.3	13.4
Age of housewife												
Under 35 years	2.4	2.4	3.8	4.1	3.9	4.5	4.7	4.4	2.4	2.7	11.5	12.2
35-44 years	2.2	2.4	4.1	4.4	4.6	4.4	5.1	4.8	3.0	3.1	13.2	12.4
45 years and over	2.4	2.6	3.5	3.5	5.1	4.6	5.1	4.7	2.7	3.0	12.1	11.4

^{1/} Classifications in this section are not mutually exclusive, therefore some families are included in two or more groups.

Table 8.- Canned juices: Average volume of purchases per buying family, by family characteristics and place of residence, October 1949-March 1950 and October 1951-March 1952 -

Item	Orange		Grapefruit		Orange-grapefruit blend		Tangerine		Lemon		Apple	
	1949-50:	1951-52:	1949-50:	1951-52:	1949-50:	1951-52:	1949-50:	1951-52:	1949-50:	1951-52:	1949-50:	1951-52:
	Cans 1/											
United States	5.8	6.1	4.1	5.0	3.3	3.7	1.8	2.3	5.5	5.5	5.5	5.7
Geographic region												
Northeast	6.7	6.6	4.8	4.4	3.8	3.8	1.9	2.5	5.5	5.5	5.9	6.8
North Central	6.5	6.6	3.5	4.9	3.1	3.9	1.5	2.1	7.1	7.1	6.6	4.6
South	4.8	5.4	3.6	4.2	2.6	3.8	2.9	1.8	3.9	3.9	3.9	6.1
Mountain and Southwest	5.3	6.1	5.1	5.4	2.6	2.9	.8	2.3	4.7	3.9	2.2	3.1
Pacific	3.5	4.7	4.3	6.9	3.4	2.8	1.1	2.3	5.5	3.9	5.9	6.2
Size of community												
Farm	4.9	5.8	3.5	4.1	2.7	4.7	1.4	3.1	5.5	5.5	3.0	7.6
City (Population)												
Under 10,000	6.2	6.5	3.8	4.8	3.0	3.8	1.8	2.0	4.7	3.9	5.1	6.3
10,000-99,999	5.3	6.3	3.8	6.3	3.9	4.0	1.7	1.8	7.9	5.5	3.9	4.5
100,000-499,999	5.4	6.3	5.1	4.9	3.6	4.4	2.0	2.7	3.9	3.9	3.9	3.6
500,000 and over	6.3	5.6	4.7	5.0	3.4	2.8	1.8	2.1	6.3	7.9	6.9	6.2
Family income												
Upper	6.8	5.8	3.9	5.2	3.5	3.2	2.1	2.1	6.3	5.5	7.3	7.0
Upper middle	5.9	6.4	4.0	5.1	3.2	3.8	1.9	3.0	5.5	5.5	4.9	5.7
Lower middle	6.1	6.8	4.2	4.0	3.6	4.3	1.6	1.5	4.7	4.7	5.3	4.6
Lower	4.3	5.4	4.4	5.5	2.9	3.3	1.4	2.4	6.3	7.1	4.2	4.7
Size of family												
1 and 2 members	4.3	4.9	4.5	5.3	2.8	3.1	1.3	2.3	6.3	7.1	3.1	4.7
3 members	4.9	5.8	4.1	5.3	3.2	3.8	1.5	1.7	5.5	4.7	5.8	3.6
4 and 5 members	6.9	6.7	4.0	4.5	3.8	4.2	2.1	2.3	6.3	4.7	6.5	7.7
6 and over	6.9	7.9	3.7	4.4	3.5	3.7	2.3	3.8	3.9	4.7	7.2	5.0
Presence of children 2/												
No children	4.9	5.4	4.3	5.4	3.3	3.6	1.4	2.3	7.1	7.1	3.2	4.3
Under 6 years	5.7	6.7	3.1	4.1	3.0	3.6	1.9	2.4	5.5	3.9	7.0	7.6
6-12 years	6.9	6.7	3.8	3.8	3.3	3.9	2.1	1.9	5.5	4.7	7.2	6.8
13-20 years	6.3	6.6	4.2	4.6	3.2	4.1	2.1	2.5	4.7	6.3	5.9	6.5
Occupation of family head												
Executive, professional	7.1	6.4	4.1	4.7	3.8	3.5	1.6	2.7	5.5	5.5	7.3	7.0
Clerical, sales, service	6.2	5.5	4.6	5.1	3.3	3.2	2.3	1.8	5.5	6.3	5.5	5.1
Craftsman, laborer	5.5	6.6	3.8	4.4	3.3	3.8	1.6	1.6	6.3	6.3	4.7	5.4
Farmer	5.4	5.7	3.1	4.7	2.6	3.3	1.6	3.2	4.7	6.3	3.2	7.2
Unclassified	3.8	5.5	4.9	6.4	2.8	5.0	1.2	3.5	6.3	6.3	4.6	3.6
Education of family head												
Grammar school	5.2	5.6	4.0	5.1	3.1	4.1	1.3	1.7	6.3	6.3	5.0	5.4
Some high school	6.2	6.7	3.9	5.2	3.3	3.5	2.2	2.4	6.3	6.3	5.0	5.0
Some college	6.4	6.3	4.7	4.3	3.7	3.3	1.8	2.8	5.5	4.7	6.8	6.9
Age of housewife												
Under 35 years	5.4	6.1	2.9	3.8	3.3	2.8	1.9	1.8	3.9	3.2	5.7	5.3
35-44 years	6.5	5.7	4.0	4.5	3.4	3.3	1.9	2.7	5.5	5.5	5.9	5.8
45 years and over	5.5	6.3	4.5	5.4	3.3	4.1	1.6	2.2	6.3	7.1	5.3	5.8

Continued

Table 8.- Canned juices: Average volume of purchases per buying family, by family characteristics and place of residence, October 1949-March 1950 and October 1951-March 1952 - Continued

Item	Grape		Pineapple		Prune		Tomato		Vegetable combination	
	1949-50	1951-52	1949-50	1951-52	1949-50	1951-52	1949-50	1951-52	1949-50	1951-52
----- Cans 1/ -----										
United States	2.2	2.4	3.6	4.4	5.4	4.9	5.4	5.1	2.5	2.5
Geographic region										
Northeast	1.9	1.9	4.6	5.4	6.3	5.4	6.0	5.5	2.9	2.8
North Central	2.6	2.2	2.7	3.5	5.1	4.5	5.1	4.4	2.2	2.5
South	1.8	1.8	2.5	3.3	3.4	3.0	4.5	4.4	2.2	1.9
Mountain and Southwest	2.2	2.8	3.1	4.4	5.4	7.6	4.7	4.6	1.7	2.1
Pacific	3.0	4.0	3.4	5.0	4.1	3.4	6.3	6.1	3.1	2.3
Size of community										
Farm	1.8	2.8	2.4	3.8	3.8	4.2	4.9	5.1	2.3	3.2
City (Population)										
Under 10,000	1.8	1.8	2.9	2.9	5.0	5.4	4.7	4.3	2.0	2.6
10,000-99,999	2.6	2.2	2.9	3.9	5.1	4.0	5.6	4.9	2.7	2.7
100,000-499,999	2.6	3.2	3.7	4.9	5.9	4.7	6.7	5.5	2.2	2.6
500,000 and over	2.4	2.3	4.5	5.4	5.9	5.0	5.7	5.3	2.9	2.3
Family income										
Upper	2.3	2.4	3.9	4.9	5.7	4.6	6.3	5.6	3.1	2.7
Upper middle	2.0	2.8	3.5	4.4	5.1	5.4	5.2	4.9	2.8	2.3
Lower middle	2.2	2.4	3.8	4.0	5.9	5.4	5.4	5.2	2.1	2.3
Lower	2.3	4.6	2.8	4.2	4.7	3.8	4.8	4.3	1.6	2.4
Size of family										
1 and 2 members	2.6	2.4	2.7	3.8	4.6	4.7	4.5	4.2	2.3	2.5
3 members	2.0	2.0	3.1	3.5	6.3	4.7	4.9	4.4	2.3	2.5
4 and 5 members	1.9	2.4	4.1	5.2	5.3	5.5	6.2	5.9	2.7	2.5
6 and over	2.7	2.4	4.6	5.6	5.7	2.7	6.3	5.8	3.0	2.1
Presence of children 2/										
No children	2.4	2.6	3.2	3.8	5.1	5.3	5.0	4.6	2.3	2.4
Under 6 years	1.9	2.4	4.1	4.9	5.1	4.9	5.5	4.6	2.6	2.8
6-12 years	2.0	2.0	4.1	5.3	5.1	4.3	5.9	5.3	3.0	2.3
13-20 years	2.0	2.4	3.8	5.3	5.8	4.3	6.3	6.1	2.6	2.2
Occupation of family head										
Executive, professional	1.8	2.3	4.2	4.7	5.4	4.6	6.4	5.8	2.9	3.1
Clerical, sales, service	2.2	1.9	3.5	4.3	5.0	5.3	4.9	4.7	2.3	2.3
Craftsman, laborer	2.3	2.6	3.8	4.6	6.2	5.1	5.4	5.0	2.4	2.0
Farmer	1.6	1.9	2.3	3.7	2.6	2.7	4.8	5.3	2.8	3.4
Unclassified	3.6	3.5	2.5	3.9	5.1	4.6	5.4	4.4	1.9	2.5
Education of family head										
Grammar school	2.2	2.3	3.5	3.8	5.9	4.3	5.4	5.0	2.4	2.3
Some high school	2.2	2.4	3.4	4.6	5.0	5.3	4.8	4.9	2.4	2.5
Some college	2.3	2.6	4.0	5.2	5.0	5.0	6.6	5.4	2.7	2.6
Age of housewife										
Under 35 years	2.0	2.4	3.4	4.6	4.5	5.0	5.1	4.6	2.2	2.7
35-44 years	2.0	2.3	4.0	4.8	5.1	4.6	5.3	5.0	3.0	2.5
45 years and over	2.3	2.4	3.4	4.1	5.9	5.0	5.7	5.3	2.4	2.4

1/ The figures for average volume are equivalent number of 16-ounce cans, except lemon juice, figures are equivalent 5½-ounce cans, and apple, grape, and prune juice figures are equivalent 32-ounce bottles.

2/ Classifications in this section are not mutually exclusive, therefore some families are included in two or more groups.

Table 9.- Canned juices: Average prices paid by household consumers, by family characteristics and place of residence, October 1949-March 1950 and October 1951-March 1952

Item	Orange		Grapefruit		Orange-grapefruit blend		Tangerines		Lemon		Apple	
	1949-50:	1951-52:	1949-50:	1951-52:	1949-50:	1951-52:	1949-50:	1951-52:	1949-50:	1951-52:	1949-50:	1951-52:
	Cents per can 1/											
United States	35.4	26.1	33.2	23.1	37.5	24.8	32.8	22.8	12.8	10.2	21.1	22.1
Geographic region												
Northeast	35.1	25.9	33.7	22.9	36.6	24.4	32.4	22.5	12.8	9.9	20.2	22.2
North Central	34.5	26.0	33.5	22.9	38.3	24.4	33.8	23.9	12.7	10.3	20.5	23.2
South	35.1	24.8	34.5	21.6	36.5	23.3	30.3	19.3	13.0	12.3	22.2	23.7
Mountain and Southwest	36.3	27.9	32.6	23.0	39.7	27.0	39.6	22.9	14.7	12.2	26.9	26.0
Pacific	36.8	28.2	33.7	25.2	38.4	29.0	34.5	26.8	12.2	9.9	22.0	20.3
Size of community												
Farm	36.2	27.1	33.7	23.9	38.0	25.4	34.8	23.2	12.5	10.3	24.5	22.7
City (Population)												
Under 10,000	36.3	26.4	34.3	23.6	38.4	25.5	32.1	25.2	13.4	11.6	20.4	19.1
10,000-99,999	35.1	25.8	34.5	22.8	39.6	24.4	33.8	22.5	13.1	10.5	23.1	24.0
100,000-499,999	34.5	26.0	30.8	22.5	36.6	24.6	34.4	21.6	13.3	10.0	21.5	23.4
500,000 and over	34.2	25.2	32.7	22.7	35.9	24.2	31.8	22.2	12.3	9.8	20.8	22.5
Family income												
Upper	36.0	26.6	33.4	23.3	37.8	23.8	33.2	22.7	12.9	10.3	21.2	21.2
Upper middle	35.2	25.8	33.3	23.1	37.5	25.0	32.6	22.3	12.8	10.9	22.0	23.1
Lower middle	35.2	25.9	33.5	23.7	36.9	24.8	32.3	24.5	12.8	10.4	20.3	22.3
Lower	34.7	26.3	32.6	22.4	37.7	25.7	32.6	22.7	12.8	9.8	20.9	22.7
Size of family												
1 and 2 members	35.4	26.0	33.2	23.1	38.0	25.1	34.1	24.0	12.5	9.9	23.5	23.8
3 members	35.9	26.1	33.3	22.9	38.3	24.8	34.1	21.8	12.9	9.8	20.2	23.8
4 and 5 members	35.8	26.1	33.1	23.2	37.1	24.7	32.3	22.4	12.9	11.0	21.1	21.0
6 and over	33.4	26.4	33.1	22.8	36.2	24.9	32.6	22.3	13.4	11.7	20.4	24.4
Presence of children 2/												
No children	35.9	26.1	33.1	23.0	38.0	24.8	33.2	23.4	12.6	9.9	22.2	23.7
Under 6 years	34.1	26.2	34.1	22.9	37.0	24.3	33.5	22.2	13.4	11.6	21.1	21.0
6-12 years	34.4	25.9	33.1	23.0	36.9	24.7	33.0	22.6	13.4	10.7	20.7	20.4
13-20 years	35.4	26.1	33.5	23.2	37.0	25.0	32.2	22.8	13.3	10.6	21.0	22.9
Occupation of family head												
Executive, professional	34.4	26.4	33.2	23.2	37.6	24.5	34.1	22.0	13.1	11.0	21.2	20.9
Clerical, sales, service	35.2	25.2	33.2	22.9	37.7	24.7	31.7	21.6	13.2	9.8	21.3	22.7
Craftsman, laborer	35.6	25.6	33.8	23.2	37.5	25.3	32.6	23.4	12.7	10.7	20.1	22.5
Farmer	36.2	27.7	33.4	23.7	37.5	25.0	34.9	23.2	13.1	10.6	26.8	22.2
Unclassified	37.0	26.8	31.4	22.5	35.9	24.3	32.9	24.3	12.4	9.7	22.6	25.3
Education of family head												
Grammar school	36.4	26.0	33.6	23.1	37.7	25.1	32.9	23.1	13.0	10.2	20.4	22.9
Some high school	34.3	26.1	33.1	22.7	37.0	24.6	32.6	23.3	12.5	10.1	21.3	22.4
Some college	35.7	26.5	32.7	23.7	37.7	24.7	33.2	22.0	13.0	10.9	21.5	21.3
Age of housewife												
Under 35 years	34.2	27.0	35.0	23.3	37.1	25.4	33.7	22.3	13.0	10.1	21.0	22.9
35-44 years	35.3	25.7	33.2	23.2	36.7	24.8	33.1	22.0	13.2	11.8	20.7	22.1
45 years and over	35.9	26.1	32.9	23.0	38.0	24.7	32.2	23.6	12.7	9.9	21.8	21.9

Continued

Table 9.- Canned juices: Average prices paid by household consumers, by family characteristics and place of residence, October 1949-March 1950 and October 1951-March 1952 - Continued

Item	Grape		Pineapple		Prune		Tomato		Vegetable combination	
	1949-50	1951-52	1949-50	1951-52	1949-50	1951-52	1949-50	1951-52	1949-50	1951-52
	Cents per can 1/									
United States	40.0	36.9	38.6	29.1	27.8	32.5	25.4	27.7	34.4	39.0
Geographic region										
Northeast	40.2	36.9	37.3	28.4	26.7	31.5	25.0	28.0	32.3	38.9
North Central	41.3	37.0	41.3	30.7	30.0	34.0	25.7	28.5	34.8	38.4
South	41.2	38.7	40.6	31.9	29.8	33.9	26.5	30.8	37.1	39.1
Mountain and Southwest	41.4	35.9	40.8	30.3	29.6	34.2	26.1	28.0	38.0	40.3
Pacific	36.2	36.0	36.1	25.5	24.9	28.7	24.2	25.1	36.1	39.7
Size of community										
Farm	42.2	38.0	40.3	30.8	29.3	34.6	25.6	27.9	35.0	39.2
City (Population)										
Under 10,000	42.6	36.5	40.9	30.6	29.1	34.8	26.2	28.8	36.5	39.0
10,000-99,999	38.0	35.5	39.9	30.6	27.9	32.8	25.7	28.5	36.7	39.1
100,000-499,999	39.6	36.6	38.8	28.8	27.9	32.1	24.9	27.6	36.0	39.4
500,000 and over	39.4	37.0	37.0	28.0	27.1	31.2	24.8	26.9	32.2	38.7
Family income										
Upper	39.7	36.0	38.2	33.5	28.5	33.0	25.5	27.5	35.4	38.9
Upper middle	41.1	37.5	38.8	29.3	27.9	32.3	25.4	27.9	32.4	39.4
Lower middle	40.4	37.5	38.8	28.9	27.6	32.3	25.5	27.8	34.3	38.9
Lower	39.0	37.2	38.9	30.1	26.8	32.4	25.0	27.9	36.1	39.0
Size of family										
1 and 2 members	40.0	37.6	39.2	29.8	28.1	32.9	25.4	27.7	34.2	39.2
3 members	40.1	37.1	38.6	29.1	28.0	32.8	25.7	28.1	34.9	39.1
4 and 5 members	40.3	37.0	38.7	28.8	27.3	32.1	25.5	27.6	34.4	39.1
6 and over	39.1	35.0	37.7	29.0	28.3	32.4	24.4	27.8	33.2	37.8
Presence of children 2/										
No children	40.3	37.1	39.0	29.5	28.1	33.1	25.6	27.7	34.6	39.0
Under 6 years	38.9	36.7	38.1	28.7	27.1	32.1	25.2	27.6	35.2	38.9
6-12 years	39.4	36.6	38.7	28.9	27.7	31.9	25.2	27.5	33.9	38.9
13-20 years	40.5	36.2	38.5	29.2	27.8	32.1	25.3	28.0	33.3	39.4
Occupation of family head										
Executive, professional	40.4	36.3	38.7	28.6	27.8	32.5	25.3	27.5	35.4	39.1
Clerical, sales, service	41.4	36.8	38.6	28.9	27.8	32.5	25.5	28.0	35.3	39.3
Craftsman, laborer	38.8	37.1	38.4	29.3	27.8	32.5	25.4	27.9	32.6	38.9
Farmer	42.7	37.3	40.8	30.5	29.5	33.6	25.2	28.0	35.2	39.4
Unclassified	39.2	36.6	38.1	29.0	27.1	32.4	25.0	27.2	34.8	37.5
Education of family head										
Grammar school	40.6	37.6	38.9	29.6	27.6	32.3	25.3	28.0	32.7	39.1
Some high school	38.6	36.5	38.6	28.9	28.0	32.6	25.6	27.7	35.7	39.1
Some college	40.9	36.7	38.4	28.7	27.8	32.6	25.2	27.4	34.9	38.9
Age of housewife										
Under 35 years	39.1	37.1	38.2	28.7	27.8	32.4	25.6	27.9	35.5	38.6
35-44 years	40.3	37.1	38.5	29.0	27.3	31.4	25.7	27.8	33.1	39.7
45 years and over	40.2	36.5	38.9	29.3	28.1	33.2	25.1	27.7	34.9	38.8

1/ Per 46-ounce can, except lemons juice, per 5½-ounce can; apple, grape, and prune juice, per 32-ounce bottle.

2/ Classifications in this section are not mutually exclusive, therefore some families are included in two or more groups.

Table 10.- Canned juices: Volume of purchases per 1,000 families, by family characteristics and place of residence, October 1949-March 1950 and October 1951-March 1952 ^{1/}

Item	Orange		Grapefruit		Orange-grapefruit blend		Tangerine		Lemon		Apple	
	1949-50:	1951-52:	1949-50:	1951-52:	1949-50:	1951-52:	1949-50:	1951-52:	1949-50:	1951-52:	1949-50:	1951-52:
	:	:	:	:	:	:	:	:	:	:	:	:
- - - - Cases 3/ - - - -												
United States	262	278	133	157	77	80	11	18	6	6	49	45
Geographic region												
Northeast	295	262	156	133	117	93	19	26	8	7	69	67
North Central	295	302	99	143	76	101	11	18	8	10	46	26
South	230	289	105	131	33	48	7	9	2	2	17	27
Mountain and Southwest	246	294	178	206	43	51	3	25	3	2	16	30
Pacific	144	195	192	259	85	70	3	10	6	5	99	90
Size of community												
Farm	189	285	78	106	34	66	4	18	3	4	8	21
City (Population)												
Under 10,000	309	335	122	162	70	81	9	13	4	3	25	28
10,000-99,999	243	284	129	183	95	98	8	20	10	7	32	30
100,000-499,999	269	293	183	170	89	100	15	24	3	3	42	35
500,000 and over	276	211	169	165	101	70	18	19	10	12	111	87
Family income												
Upper	323	267	145	175	94	65	14	21	7	7	81	73
Upper middle	274	285	130	159	80	95	14	24	7	6	47	44
Lower middle	270	313	122	126	79	95	8	11	5	4	40	36
Lower	186	242	136	167	55	66	9	19	5	7	27	27
Size of family												
1 and 2 members	172	204	161	185	62	71	7	18	6	9	23	34
3 members	213	247	123	165	74	78	10	14	5	5	47	30
4 and 5 members	337	324	131	132	97	91	14	21	7	5	71	68
6 and over	351	418	93	131	55	73	12	22	5	4	44	31
Presence of children ^{4/}												
No children	208	229	158	193	78	78	8	19	7	8	24	31
Under 6 years	261	314	76	107	60	75	11	17	4	4	71	66
6-12 years	337	320	108	97	69	88	15	16	6	5	69	60
13-20 years	311	328	130	153	80	86	14	19	6	6	50	43
Occupation of family head												
Executive, professional	341	270	160	165	116	83	13	29	8	7	111	84
Clerical, sales, service	290	240	176	178	87	82	16	17	7	8	58	54
Craftsman, laborer	257	304	116	131	75	84	10	12	7	7	35	38
Farmer	199	297	61	116	33	46	4	19	2	4	8	20
Unclassified	180	250	183	217	60	96	6	24	6	7	39	21
Education of family head												
Grammar school	219	262	122	158	65	79	7	12	5	6	29	30
Some high school	300	297	125	156	78	81	14	21	7	7	46	43
Some college	306	283	178	157	105	84	16	33	7	6	103	94
Age of housewife												
Under 35 years	243	299	66	99	58	61	13	17	3	3	51	53
35-44 years	289	263	128	125	84	72	12	23	6	6	58	55
45 years and over	255	278	163	189	80	89	9	17	7	8	42	38

Continued

Table 10.- Canned juices: Volume of purchases per 1,000 families, by family characteristics and place of residence, October 1949-March 1950 and October 1951-March 1952 1/- Continued

Item	Grape		Pineapple		Prune		Tomato		Vegetable combination		All canned juices 2/	
	1949-50:	1951-52:	1949-50:	1951-52:	1949-50:	1951-52:	1949-50:	1951-52:	1949-50:	1951-52:	1949-50:	1951-52:
- - - - Cases 3/ - - - -												
United States	26	29	146	208	66	58	253	233	30	30	1,115	1,183
Geographic region												
Northeast	22	22	256	317	122	97	344	300	39	41	1,554	1,443
North Central	23	20	86	148	49	43	189	183	26	28	949	1,059
South	19	19	74	104	25	24	155	142	15	12	694	820
Mountain and Southwest	33	49	126	203	47	86	261	234	17	24	1,014	1,244
Pacific	51	69	180	297	50	40	390	361	62	44	1,322	1,507
Size of community												
Farm	14	17	56	108	20	23	110	116	8	14	536	790
City (Population)												
Under 10,000	18	18	101	111	44	47	191	175	21	18	952	1,022
10,000-99,999	30	26	123	183	67	47	292	235	36	39	1,100	1,183
100,000-499,999	45	45	168	251	66	59	347	271	33	39	1,301	1,332
500,000 and over	34	38	260	347	119	95	307	330	52	42	1,639	1,491
Family income												
Upper	34	36	186	256	81	64	344	305	48	45	1,440	1,370
Upper middle	24	35	148	219	69	67	263	239	36	28	1,146	1,254
Lower middle	22	30	155	190	67	67	217	222	20	28	1,062	1,161
Lower	23	14	98	166	45	34	191	162	17	18	823	937
Size of family												
1 and 2 members	29	23	105	166	50	54	192	181	28	31	869	1,015
3 members	23	25	135	168	85	61	224	206	33	34	1,022	1,064
4 and 5 members	24	34	182	265	69	72	315	287	34	30	1,357	1,378
6 and over	28	29	157	227	55	23	267	265	20	18	1,149	1,297
Presence of children 4/												
No children	27	25	127	167	64	60	217	196	29	29	989	1,060
Under 6 years	23	38	170	238	68	67	273	227	34	32	1,133	1,237
6-12 years	24	29	166	266	62	53	289	250	34	25	1,249	1,266
13-20 years	23	28	150	242	51	44	286	289	24	26	1,182	1,314
Occupation of family head												
Executive, professional	24	36	205	258	69	68	406	347	56	56	1,596	1,462
Clerical, sales, service	29	27	166	228	80	82	271	262	36	39	1,283	1,273
Craftsman, laborer	27	32	160	218	80	60	253	223	26	19	1,107	1,172
Farmer	12	11	50	115	12	12	101	120	9	15	501	785
Unclassified	42	26	99	168	55	48	193	165	21	23	918	1,069
Education of family head												
Grammar school	24	22	122	153	61	43	204	188	21	18	927	994
Some high school	25	33	155	247	72	72	250	249	32	36	1,161	1,295
Some college	31	39	192	284	65	73	382	321	50	50	1,511	1,475
Age of housewife												
Under 35 years	26	40	134	216	54	63	261	251	23	35	989	1,177
35-44 years	24	31	173	258	73	66	263	228	36	31	1,212	1,207
45 years and over	27	24	135	180	66	53	244	227	31	28	1,109	1,173

1/ These figures represent the average volume of purchases per 1,000 families, based upon all families, including those that did not make any purchases during the 6-month period.

2/ Includes purchases of other canned juices.

3/ Equivalent cases of No. 2 cans, 432 ounces per case.

4/ Classifications in this section are not mutually exclusive, therefore some families are included in two or more groups.

Source: National Consumer Panel of Market Research Corporation of America.

Table 11.- Fresh citrus fruit: Percentage of all families buying, by family characteristics and place of residence, October 1949-March 1950 and October 1951-March 1952

Item	California-Arizona oranges		Florida oranges		All oranges 1/		Tangerines	
	1949-50	1951-52	1949-50	1951-52	1949-50	1951-52	1949-50	1951-52
	- - - - Percent - - - -							
United States	53.9	52.1	48.2	49.6	82.3	81.2	31.1	33.1
Geographic region								
Northeast	60.4	56.7	66.8	62.8	86.4	83.7	48.3	48.8
North Central	65.3	63.1	46.9	49.2	84.5	83.4	22.9	32.9
South	20.7	17.6	56.1	60.3	76.3	77.4	20.8	28.0
Mountain and Southwest	48.9	48.1	18.9	37.7	77.2	75.5	11.4	14.2
Pacific	74.1	76.7	7.2	6.4	81.0	80.8	14.4	19.8
Size of community								
Farm	35.7	39.0	38.6	46.3	74.9	76.8	17.1	19.4
City (Population)								
Under 10,000	47.6	44.0	43.4	43.8	79.9	76.8	26.8	26.8
10,000-99,999	57.7	55.6	56.7	47.7	87.1	81.7	30.8	33.1
100,000-499,999	60.4	53.2	52.7	57.7	86.3	84.7	31.9	38.0
500,000 and over	69.1	65.4	54.3	53.2	86.3	85.8	45.4	44.9
Family income								
Upper	57.5	55.0	50.6	51.0	85.5	83.8	36.0	36.7
Upper middle	55.4	55.1	49.8	50.4	85.8	85.1	34.7	35.7
Lower middle	54.1	53.7	49.2	52.1	81.2	81.4	32.5	36.7
Lower	48.6	44.7	43.5	45.0	77.0	74.6	21.5	23.5
Size of family								
1 and 2 members	52.3	50.3	44.5	47.1	78.1	78.3	21.9	24.1
3 members	52.7	48.1	48.4	48.8	82.6	81.0	31.6	34.8
4 and 5 members	57.7	56.3	52.8	53.0	85.5	84.1	38.2	40.8
6 and over	47.9	52.1	42.9	48.1	82.0	81.5	30.4	33.0
Presence of children 2/								
No children	53.1	49.6	47.0	48.3	79.6	79.5	26.2	25.9
Under 6 years	55.8	55.7	50.5	52.8	84.6	82.8	34.0	39.8
6-12 years	55.9	56.3	49.5	50.3	85.4	83.4	36.4	40.2
13-20 years	52.3	51.3	47.6	51.4	84.2	82.4	34.3	37.3
Occupation of family head								
Executive, professional	62.1	56.1	54.9	54.2	88.0	84.1	37.4	38.8
Clerical, sales, service	54.5	54.3	50.7	50.0	82.2	82.5	33.6	31.9
Craftsman, laborer	57.6	56.1	48.7	50.0	83.3	83.1	34.7	39.6
Farmer	36.3	37.9	38.4	46.4	75.9	75.5	17.5	19.3
Unclassified	52.2	46.2	45.3	45.1	79.1	75.6	21.9	23.2
Education of family head								
Grammar school	49.2	48.4	45.4	47.7	79.3	79.9	27.6	30.0
Some high school	56.5	55.4	48.3	50.3	84.1	81.5	34.2	35.4
Some college	60.9	55.8	55.2	53.8	86.5	84.4	34.4	37.3
Age of housewife								
Under 35 years	51.8	51.6	46.3	44.7	80.3	78.2	31.0	35.7
35-44 years	54.3	54.5	50.2	54.6	84.8	83.9	37.1	40.9
45 years and over	54.4	51.0	47.9	48.5	81.6	80.7	27.7	28.3

Continued

Table 11.- Fresh citrus fruit: Percentage of all families buying, by family characteristics and place of residence, October 1949-March 1950 and October 1951-March 1952 - Continued

Item	All grapefruit		Lemons		Limes		All fresh citrus	
	1949-50	1951-52	1949-50	1951-52	1949-50	1951-52	1949-50	1951-52
	Percent							
United States	56.9	57.2	53.2	50.4	1.6	1.0	88.9	88.3
Geographic region								
Northeast	63.6	65.1	56.1	53.8	1.6	.7	92.7	90.7
North Central	62.9	63.2	48.6	45.2	1.1	1.4	90.8	89.7
South	40.2	44.1	52.6	50.6	1.8	1.2	82.3	84.5
Mountain and Southwest	50.8	41.5	55.6	54.4	1.7	1.3	85.8	83.6
Pacific	59.4	58.1	58.2	53.5	2.9	.6	88.2	89.5
Size of community								
Farm	42.3	41.1	42.2	39.5	3/	3/	82.1	82.8
City (Population)								
Under 10,000	53.0	50.4	49.0	46.5	1.4	3/	87.3	85.9
10,000-99,999	61.7	60.0	56.7	52.5	1.6	1.9	93.5	88.7
100,000-499,999	62.6	65.0	61.3	55.4	3.0	2.0	91.5	91.2
500,000 and over	67.0	68.2	60.8	57.3	2.4	1.1	92.3	92.3
Family income								
Upper	66.3	66.1	58.8	57.8	2.0	1.5	92.1	92.0
Upper middle	60.9	61.3	55.5	50.4	1.9	3/	91.5	90.8
Lower middle	54.5	53.0	52.0	48.2	1.4	3/	88.3	87.3
Lower	46.3	48.7	46.8	45.5	1.4	3/	83.9	83.2
Size of family								
1 and 2 members	60.1	60.4	55.1	53.0	2.0	1.2	86.9	88.2
3 members	56.8	54.4	53.4	49.5	2.2	1.3	89.5	87.6
4 and 5 members	58.5	59.2	55.2	50.6	1.3	1.1	91.3	89.9
6 and over	44.2	47.0	41.9	43.9	3/	3/	85.0	85.2
Presence of children 2/								
No children	60.3	60.6	57.2	54.0	2.1	1.3	87.9	88.4
Under 6 years	52.5	51.1	47.2	43.5	1.6	3/	89.4	87.4
6-12 years	54.1	54.2	49.5	46.3	1.3	3/	90.7	88.1
13-20 years	54.0	52.9	50.7	49.0	1.4	3/	88.8	88.5
Occupation of family head								
Executive, professional	72.5	68.4	66.7	61.4	4.0	2.1	93.9	92.0
Clerical, sales, service	61.3	62.5	58.7	57.5	2.2	1.5	89.4	91.0
Craftsman, laborer	53.7	54.9	48.0	46.8	3/	3/	89.4	88.5
Farmer	41.5	41.6	41.5	38.6	3/	3/	82.8	81.6
Unclassified	57.8	55.9	57.2	46.5	1.9	3/	86.9	85.2
Education of family head								
Grammar school	49.4	50.7	47.6	46.2	3/	3/	86.0	86.1
Some high school	58.7	58.5	54.5	51.3	1.4	3/	90.5	89.2
Some college	72.8	73.4	65.2	60.7	4.7	2.0	93.3	92.9
Age of housewife								
Under 35 years	49.2	47.4	42.9	39.4	3/	3/	87.1	84.4
35-44 years	56.5	57.4	52.3	50.5	1.8	1.1	90.2	89.6
45 years and over	60.1	60.1	57.8	53.8	1.8	1.1	88.8	88.8

1/ Includes purchases of Texas oranges and those which were not identified as to origin.

2/ Classifications in this section are not mutually exclusive, therefore some families are included in two or more groups.

3/ Too few purchases reported for analysis.

Table 12.- Fresh citrus fruit: Average number of purchases per buying family by family characteristics and place of residence, October 1949-March 1950 and October 1951-March 1952

Item	California-Arizona oranges		Florida oranges		All oranges 1/		Tangerine	
	1949-50	1951-52	1949-50	1951-52	1949-50	1951-52	1949-50	1951-52
----- Number -----								
United States	5.5	5.5	6.3	6.2	9.4	9.0	3.1	2.9
Geographic region								
Northeast	5.4	5.1	8.1	8.1	11.9	11.3	3.8	3.7
North Central	5.6	5.8	4.9	4.8	8.7	8.6	2.6	2.5
South	2.6	2.9	6.1	6.4	7.7	7.9	2.4	2.1
Mountain and Southwest	5.2	5.0	1.9	3.5	7.7	7.0	2.0	2.0
Pacific	7.4	7.1	1.8	1.7	8.3	8.0	1.9	2.0
Size of community								
Farm	3.6	4.3	4.3	4.4	6.0	6.5	2.3	1.8
City (Population)								
Under 10,000	4.7	5.0	5.7	5.2	8.1	7.8	2.4	2.3
10,000-99,999	5.3	5.2	6.2	6.6	9.4	8.6	2.9	2.6
100,000-499,999	5.5	5.4	6.6	6.7	10.4	9.6	2.6	2.5
500,000 and over	6.8	6.5	7.8	7.6	12.3	11.4	3.8	3.7
Family income								
Upper	5.9	6.1	6.5	6.5	9.7	9.5	3.1	2.8
Upper middle	5.8	5.8	6.5	6.4	9.6	9.5	3.0	2.9
Lower middle	5.4	5.2	7.0	6.2	10.1	9.1	3.4	3.0
Lower	4.9	5.0	5.1	5.8	8.0	8.0	2.8	2.7
Size of family								
1 and 2 members	5.1	5.5	6.6	5.9	8.9	8.4	2.2	2.4
3 members	5.0	5.3	6.6	6.3	9.1	8.6	3.0	2.6
4 and 5 members	5.9	5.7	6.1	6.6	10.0	9.8	3.3	3.3
6 and over	6.1	5.8	5.8	6.0	9.1	9.4	3.8	2.8
Presence of children 2/								
No children	5.3	5.4	6.6	6.2	9.3	8.7	2.7	2.5
Under 6 years	5.6	5.5	6.4	5.9	9.8	9.5	3.0	3.0
6-12 years	5.7	5.3	6.2	6.3	9.5	9.3	3.3	3.2
13-20 years	5.7	5.9	5.7	6.1	8.8	9.0	3.5	3.0
Occupation of family head								
Executive, professional	5.8	5.9	8.0	6.5	11.0	9.9	2.9	2.6
Clerical, sales, service	5.7	5.4	7.7	6.6	10.9	9.2	3.3	3.1
Craftsman, laborer	5.9	6.0	5.7	6.4	9.4	9.5	3.3	3.1
Farmer	3.7	4.3	4.0	4.2	5.9	6.4	2.4	1.7
Unclassified	4.4	4.8	5.1	7.0	7.8	8.7	2.1	2.7
Education of family head								
Grammar school	5.4	5.4	5.5	5.8	8.5	8.4	3.0	2.8
Some high school	5.5	5.4	6.3	6.0	9.6	9.0	3.1	3.1
Some college	5.9	6.2	8.1	7.8	11.1	10.8	3.1	2.7
Age of housewife								
Under 35 years	5.5	5.1	5.3	5.6	8.8	8.2	3.2	2.9
35-44 years	5.7	5.6	6.3	6.3	9.7	9.7	3.4	3.2
45 years and over	5.4	5.7	6.7	6.4	9.4	8.9	2.8	2.6

Continued

Table 12.- Fresh citrus fruit: Average number of purchases per buying family by family characteristics and place of residence, October 1949-March 1950 and October 1951-March 1952 - Continued

Item	All grapefruit		Lemons		Limes		All fresh citrus	
	1949-50	1951-52	1949-50	1951-52	1949-50	1951-52	1949-50	1951-52
	Number							
United States	6.7	6.8	4.3	4.1	1.4	1.6	16.6	16.2
Geographic region								
Northeast	7.7	8.0	4.6	4.5	1.4	1.3	21.2	20.8
North Central	6.3	6.4	3.7	3.5	1.1	1.1	15.4	15.2
South	6.3	6.5	4.5	4.3	1.5	2.4	13.7	14.0
Mountain and Southwest	5.9	5.8	4.3	4.4	1.2	2.3	13.4	12.4
Pacific	6.1	5.9	4.3	4.1	2.0	1.0	14.9	13.9
Size of community								
Farm	4.5	4.8	3.8	3.9	3/	3/	10.3	10.7
City (Population)								
Under 10,000	6.0	5.4	3.5	3.5	1.5	3/	13.8	12.8
10,000-99,999	6.4	6.5	3.8	3.7	1.5	1.5	16.3	15.6
100,000-499,999	7.8	7.5	4.4	3.8	1.2	1.2	19.1	17.7
500,000 and over	8.0	8.3	5.3	5.0	1.5	1.8	22.7	21.6
Family income								
Upper	7.1	7.5	4.3	4.0	1.5	1.2	18.1	17.7
Upper middle	6.8	6.5	4.5	4.0	1.5	3/	17.5	16.7
Lower middle	6.6	7.1	4.2	4.1	1.2	3/	17.1	16.3
Lower	6.0	6.1	4.1	4.4	1.5	3/	13.7	13.9
Size of family								
1 and 2 members	7.4	7.7	4.8	4.5	1.4	1.6	16.8	16.1
3 members	6.5	6.3	4.3	4.1	1.4	1.4	16.1	15.3
4 and 5 members	6.5	6.4	4.0	3.8	1.5	1.7	17.4	17.0
6 and over	5.3	6.6	3.7	4.2	3/	3/	14.8	15.9
Presence of children 2/								
No children	7.6	7.7	4.9	4.5	1.4	1.5	17.7	16.6
Under 6 years	6.0	5.9	3.4	3.5	1.5	3/	15.8	15.6
6-12 years	5.9	5.9	3.7	3.6	1.5	3/	15.8	15.8
13-20 years	5.7	6.0	4.0	4.0	1.7	3/	15.5	15.5
Occupation of family head								
Executive, professional	7.9	7.9	4.2	3.8	1.6	1.8	20.6	18.7
Clerical, sales, service	7.5	7.6	4.8	4.8	1.4	1.8	19.6	17.7
Craftsman, laborer	6.3	6.1	4.2	3.8	3/	3/	16.1	16.1
Farmer	4.5	4.9	3.7	4.0	3/	3/	10.1	10.8
Unclassified	5.7	7.0	4.2	4.3	1.3	3/	14.2	15.4
Education of family head								
Grammar school	6.0	6.0	4.3	4.1	3/	3/	14.6	14.6
Some high school	6.6	6.7	4.2	4.0	1.6	3/	16.9	16.2
Some college	8.0	8.6	4.5	4.4	1.3	1.8	20.9	20.6
Age of housewife								
Under 35 years	5.7	5.4	3.3	2.8	3/	3/	14.1	13.2
35-44 years	6.1	6.5	3.9	3.8	1.4	2.3	16.6	16.9
45 years and over	7.3	7.4	4.8	4.6	1.3	1.3	17.6	16.7

1/ Includes purchases of Texas oranges and those which were not identified as to origin.

2/ Classifications in this section are not mutually exclusive, therefore some families are included in two or more groups.

3/ Too few purchases reported for analysis.

Table 13.- Fresh citrus fruit: Average volume of purchases per buying family, by family characteristics and place of residence, October 1949-March 1950 and October 1951-March 1952

Item	California-Arizona oranges		Florida oranges		All oranges 1/		Tangerines	
	1949-50	1951-52	1949-50	1951-52	1949-50	1951-52	1949-50	1951-52
	Dozens							
United States	5.38	5.21	7.26	7.17	9.97	9.33	2.90	2.58
Geographic region								
Northeast	4.80	4.34	8.99	9.00	12.17	11.29	3.35	3.19
North Central	5.25	5.13	5.59	5.92	8.84	8.68	2.62	2.44
South	2.66	2.63	7.46	7.50	8.99	8.70	2.62	1.99
Mountain and Southwest	5.07	4.61	2.34	3.77	8.49	6.55	2.05	1.55
Pacific	9.15	8.59	2.34	1.61	9.97	9.57	2.02	1.53
Size of community								
Farm	3.90	4.65	5.78	5.78	7.40	7.73	2.97	1.98
City (Population)								
Under 10,000	4.87	4.77	6.54	6.20	8.62	8.09	2.47	2.26
10,000-99,999	5.10	4.59	7.48	7.70	10.22	8.72	2.90	2.40
100,000-499,999	4.97	4.93	7.54	7.56	11.13	9.82	2.31	2.33
500,000 and over	6.53	6.07	8.38	8.21	12.28	11.25	3.29	3.08
Family income								
Upper	6.43	5.95	8.04	7.80	11.25	10.14	2.88	2.55
Upper middle	5.61	5.57	7.36	7.48	10.15	9.86	2.73	2.73
Lower middle	4.81	4.71	7.77	7.03	10.21	9.33	3.26	2.57
Lower	4.55	4.48	5.69	6.31	8.13	7.86	2.68	2.40
Size of family								
1 and 2 members	4.34	4.47	6.65	6.05	8.16	7.58	1.99	1.73
3 members	4.57	4.55	7.48	6.76	9.30	8.25	2.56	2.24
4 and 5 members	6.03	5.65	7.19	7.94	10.96	10.63	3.14	2.99
6 and over	7.50	7.19	8.54	8.72	12.28	12.49	4.30	3.57
Presence of children 2/								
No children	4.63	4.48	6.87	6.53	8.93	8.06	2.36	1.94
Under 6 years	6.05	6.21	7.86	7.57	11.43	11.16	2.79	2.86
6-12 years	6.20	5.63	7.79	7.93	11.11	10.63	3.38	3.12
13-20 years	5.91	6.05	7.20	7.48	10.09	10.15	3.66	3.16
Occupation of family head								
Executive, professional	6.04	5.50	9.21	7.28	12.20	10.17	2.59	2.22
Clerical, sales, service	5.26	4.55	8.09	7.35	10.83	8.89	2.83	2.27
Craftsman, laborer	5.77	5.73	6.67	7.56	9.92	9.96	3.19	3.05
Farmer	4.02	4.91	5.49	5.29	7.29	7.75	3.05	1.90
Unclassified	4.08	4.49	5.82	7.42	7.80	8.52	2.06	2.40
Education of family head								
Grammar school	5.20	5.05	6.51	6.63	9.02	8.65	2.97	2.67
Some high school	5.41	5.13	7.05	7.00	10.08	9.36	2.90	2.67
Some college	5.72	5.80	9.13	8.90	11.97	11.13	2.78	2.18
Age of housewife								
Under 35 years	5.80	5.35	6.59	6.70	10.03	9.03	2.88	2.59
35-44 years	5.81	5.40	7.50	7.78	10.68	10.63	3.28	3.00
45 years and over	4.98	5.07	7.35	6.95	9.52	8.72	2.62	2.25

Continued

Table 13.- Fresh citrus fruit: Average volume of purchases per buying family, by family characteristics and place of residence, October 1949-March 1950 and October 1951-March 1952 - Continued

Item	All grapefruit		Lemons		Limes		All fresh citrus	
	1949-50	1951-52	1949-50	1951-52	1949-50	1951-52	1949-50	1951-52
	----- Dozens -----							
United States	2.26	2.48	1.84	1.85	.76	.75	12.81	12.21
Geographic region								
Northeast	2.16	2.53	1.73	1.72	.51	.51	15.62	14.97
North Central	2.41	2.69	1.34	1.29	.63	.57	11.56	11.52
South	2.03	2.22	2.42	2.41	.95	1.18	11.56	11.25
Mountain and Southwest	2.54	2.17	2.17	2.13	.72	.98	10.84	8.65
Pacific	2.15	2.19	2.07	2.30	1.12	.50	12.34	11.78
Size of community								
Farm	2.03	2.36	2.10	2.21	3/	3/	9.50	9.86
City (Population)								
Under 10,000	2.17	2.12	1.57	1.60	.81	3/	10.87	10.04
10,000-99,999	2.03	2.44	1.53	1.60	.49	.63	12.75	11.54
100,000-499,999	2.60	2.56	1.98	1.83	.77	.87	14.43	13.05
500,000 and over	2.42	2.72	2.02	1.96	.79	.69	16.22	15.18
Family income								
Upper	2.46	2.76	1.78	1.72	.67	.60	14.49	13.32
Upper middle	2.20	2.43	1.86	1.80	.88	3/	13.17	12.96
Lower middle	2.32	2.54	1.85	1.84	.70	3/	13.12	12.34
Lower	1.98	2.09	1.89	2.06	.79	3/	10.31	10.03
Size of family								
1 and 2 members	2.34	2.54	2.14	1.94	.76	.74	10.83	10.12
3 members	2.12	2.29	1.80	1.82	.77	.81	11.94	10.98
4 and 5 members	2.31	2.46	1.62	1.66	.61	.69	14.04	13.85
6 and over	2.14	2.73	1.90	2.20	3/	3/	15.45	15.97
Presence of children 2/								
No children	2.46	2.63	2.16	2.08	.74	.68	11.91	10.90
Under 6 years	2.09	2.26	1.43	1.62	.71	3/	13.88	14.01
6-12 years	2.15	2.23	1.58	1.52	.76	2/	13.96	13.66
13-20 years	2.08	2.43	1.69	1.81	.99	3/	13.23	13.25
Occupation of family head								
Executive, professional	2.58	2.66	1.69	1.48	.81	.88	15.69	13.22
Clerical, sales, service	2.36	2.66	1.95	2.03	.73	.78	13.94	11.98
Craftsman, laborer	2.11	2.26	1.78	1.72	3/	3/	12.71	13.03
Farmer	2.13	2.44	2.08	2.20	3/	3/	9.44	9.90
Unclassified	1.95	2.46	1.80	2.18	.78	3/	10.12	11.02
Education of family head								
Grammar school	2.08	2.33	1.97	1.98	3/	3/	11.57	11.39
Some high school	2.13	2.37	1.71	1.73	.84	3/	12.88	12.19
Some college	2.75	2.93	1.80	1.75	.71	.88	15.57	14.46
Age of housewife								
Under 35 years	1.89	1.85	1.37	1.17	3/	3/	12.01	11.05
35-44 years	2.18	2.40	1.60	1.55	.78	.98	13.69	13.74
45 years and over	2.42	2.67	2.10	2.14	.71	.64	12.59	11.74

1/ Includes purchases of Texas oranges and those which were not identified as to origin.

2/ Classifications in this section are not mutually exclusive, therefore some families are included in two or more groups.

3/ Too few purchases reported for analysis.

Table 14.- Fresh citrus fruit: Average prices paid by household consumers, by family characteristics and place of residence, October 1949-March 1950 and October 1951-March 1952

Item	California-Arizona oranges		Florida oranges		All oranges 1/		Tangerines	
	1949-50	1951-52	1949-50	1951-52	1949-50	1951-52	1949-50	1951-52
- - - Cents per dozen - - -								
United States	42.9	46.7	37.2	34.1	39.3	39.6	31.1	34.5
Geographic region								
Northeast	44.7	52.3	38.8	35.6	40.5	41.0	31.8	35.5
North Central	44.8	49.8	36.8	33.7	41.0	42.0	31.1	33.4
South	41.0	44.0	34.3	31.6	35.5	33.0	29.0	31.9
Mountain and Southwest	46.5	48.3	35.3	35.8	39.2	43.8	34.6	38.4
Pacific	36.2	36.4	38.4	44.5	36.4	36.7	27.0	37.0
Size of community								
Farm	42.8	43.1	36.4	34.0	38.1	37.7	30.7	32.8
City (Population)								
Under 10,000	46.0	48.5	37.5	34.5	41.0	40.5	32.9	34.1
10,000-99,999	43.6	47.9	36.8	35.2	39.3	40.4	32.9	34.6
100,000-499,999	41.9	46.7	36.1	32.7	37.5	37.9	31.9	35.4
500,000 and over	41.3	46.6	37.7	34.3	39.2	40.3	29.9	34.6
Family income								
Upper	43.2	47.7	37.3	34.4	39.8	40.8	32.2	35.9
Upper middle	43.5	45.9	37.6	34.0	39.7	39.4	31.4	34.8
Lower middle	43.2	47.0	37.1	34.1	39.2	39.2	31.1	33.6
Lower	41.1	46.0	36.4	33.8	38.1	38.7	29.1	33.3
Size of family								
1 and 2 members	43.6	48.9	38.6	35.3	40.7	41.7	31.5	35.9
3 members	44.4	47.7	36.9	33.7	39.2	39.1	32.4	35.6
4 and 5 members	42.3	46.3	37.1	33.6	39.2	39.0	31.2	34.5
6 and over	41.5	42.6	35.1	33.9	37.6	37.8	29.1	31.5
Presence of children 2/								
No children	43.7	48.9	38.1	35.2	40.4	41.2	32.4	35.8
Under 6 years	40.8	43.6	36.7	33.3	37.9	38.0	30.8	34.3
6-12 years	41.4	43.7	36.2	33.3	38.3	37.8	30.2	33.8
13-20 years	44.1	46.8	36.5	33.5	39.4	39.0	30.0	33.0
Occupation of family head								
Executive, professional	41.1	46.8	37.0	34.4	38.4	40.0	31.7	36.2
Clerical, sales, service	44.5	49.7	37.3	34.0	39.6	40.4	32.6	36.8
Craftsman, laborer	43.2	46.5	37.2	33.6	39.9	39.5	30.3	33.3
Farmer	42.8	42.5	36.1	35.1	38.2	37.8	30.6	32.6
Unclassified	40.9	45.4	38.5	34.7	39.4	39.2	31.6	34.9
Education of family head								
Grammar school	44.0	47.4	37.0	34.2	39.8	39.7	31.1	33.8
Some high school	42.4	46.0	37.4	33.7	39.3	39.2	31.3	35.1
Some college	41.5	46.5	37.0	34.5	38.5	39.7	30.9	35.2
Age of housewife								
Under 35 years	40.9	43.6	36.6	33.4	38.0	38.1	31.3	34.7
35-44 years	42.4	46.2	36.8	32.8	38.9	38.3	30.4	33.2
45 years and over	44.0	48.0	37.6	35.1	40.1	40.8	31.8	35.7

Continued

Table 14.- Fresh citrus fruit: Average prices paid by household consumers by family characteristics and place of residence, October 1949-March 1950 and October 1951-March 1952 - Continued

Item	All grapefruit		Lemons		Limes		All fresh citrus	
	1949-50	1951-52	1949-50	1951-52	1949-50	1951-52	1949-50	1951-52
	- - - Cents per dozen - - -							
United States	99.3	88.2	50.8	46.2	38.8	38.2	46.4	46.1
Geographic region								
Northeast	112.2	95.5	52.6	49.2	57.1	54.2	47.2	47.5
North Central	91.3	82.6	63.0	56.1	47.8	42.9	48.8	48.8
South	102.7	86.6	43.7	39.3	28.3	26.9	42.0	39.3
Mountain and Southwest	95.4	97.0	47.0	44.3	28.9	43.9	47.9	50.3
Pacific	85.8	82.0	44.9	41.1	33.4	35.0	42.9	42.7
Size of community								
Farm	90.1	83.4	47.7	44.5	3/	2/	44.5	43.6
City (Population)								
Under 10,000	97.2	87.2	52.3	45.0	44.0	3/	48.2	46.2
10,000-99,999	100.6	87.4	53.9	47.6	45.9	36.4	46.3	47.3
100,000-499,999	105.0	92.6	50.6	46.0	24.4	28.5	46.7	46.0
500,000 and over	101.7	88.4	50.4	47.5	41.3	43.9	46.0	46.7
Family income								
Upper	103.8	89.9	52.3	48.8	47.3	49.5	48.0	48.4
Upper middle	99.9	87.7	52.6	45.0	37.1	3/	46.9	45.5
Lower middle	95.3	87.2	50.2	46.5	34.3	3/	45.5	45.3
Lower	95.8	87.1	47.5	44.4	35.2	3/	44.6	44.8
Size of family								
1 and 2 members	99.8	91.0	50.5	47.3	35.6	33.7	50.4	50.5
3 members	100.4	86.6	50.3	45.4	38.4	34.4	46.6	45.6
4 and 5 members	99.7	86.4	51.6	46.1	46.5	46.7	45.7	44.6
6 and over	92.0	87.2	49.8	44.9	3/	3/	41.4	42.4
Presence of children 2/								
No children	99.6	90.5	50.0	46.0	37.4	38.8	49.4	49.6
Under 6 years	97.8	84.9	52.1	44.8	45.2	3/	43.4	42.5
6-12 years	98.0	86.7	52.2	47.1	36.8	3/	43.8	42.9
13-20 years	98.4	85.0	50.8	45.6	35.3	3/	44.9	44.0
Occupation of family head								
Executive, professional	104.8	92.5	52.0	48.0	41.9	38.4	47.5	48.2
Clerical, sales, service	98.5	90.2	49.6	47.1	31.5	42.3	46.8	48.5
Craftsman, laborer	99.2	85.2	51.9	46.5	3/	3/	45.8	44.3
Farmer	89.1	83.0	47.7	43.7	3/	3/	44.5	43.9
Unclassified	98.8	87.6	52.2	44.0	37.1	3/	48.1	46.5
Education of family head								
Grammar school	96.8	86.0	50.2	45.2	3/	3/	45.9	45.3
Some high school	99.5	87.3	51.2	46.5	39.4	3/	46.0	45.6
Some college	102.2	92.8	51.3	48.5	39.5	32.1	47.8	48.6
Age of housewife								
Under 35 years	97.8	87.1	52.3	47.1	3/	3/	43.5	42.8
35-44 years	99.0	86.0	50.4	45.8	39.9	36.6	44.8	43.6
45 years and over	99.8	89.3	50.6	46.3	36.1	42.2	48.5	48.6

1/ Includes purchases of Texas oranges and those which were not identified as to origin.

2/ Classifications in this section are not mutually exclusive, therefore some families are included in two or more groups.

3/ Too few purchases reported for analysis.

Source: National Consumer Panel of Market Research Corporation of America.

Table 15.- Fresh citrus fruit: Volume of purchases per 1,000 families, by family characteristics and place of residence, October 1949-March 1950 and October 1951-March 1952 ^{1/}

Item	California-Arizona oranges		Florida oranges		All oranges ^{2/}		Tangerines	
	1949-50	1951-52	1949-50	1951-52	1949-50	1951-52	1949-50	1951-52
----- Dozens -----								
United States	2,899	2,714	3,500	3,556	8,203	7,568	903	854
Geographic region								
Northeast	2,901	2,461	6,010	5,652	10,508	9,445	1,615	1,557
North Central	3,427	3,237	2,619	2,913	7,463	7,239	861	803
South	550	463	4,186	4,522	6,859	6,737	546	557
Mountain and Southwest	2,481	2,217	442	1,421	6,557	4,938	234	220
Pacific	6,779	6,589	169	103	8,076	7,735	290	303
Size of community								
Farm	1,391	1,814	2,230	2,676	5,545	5,936	509	384
City (Population)								
Under 10,000	2,319	2,099	2,837	2,716	6,890	6,201	662	606
10,000-99,999	2,943	2,552	4,244	3,673	8,905	7,126	891	794
100,000-499,999	3,002	2,623	3,975	4,362	9,599	8,322	736	885
500,000 and over	4,506	3,970	4,554	4,368	10,603	9,642	1,493	1,383
Family income								
Upper	3,703	3,272	4,070	3,978	9,611	8,491	1,040	936
Upper middle	3,107	3,069	3,662	3,770	8,710	8,389	947	975
Lower middle	2,602	2,529	3,824	3,663	8,289	7,587	1,060	943
Lower	2,208	2,003	2,476	2,840	6,265	5,862	576	564
Size of family								
1 and 2 members	2,270	2,248	2,959	2,850	6,376	5,938	434	417
3 members	2,408	2,189	3,625	3,299	7,686	6,680	810	780
4 and 5 members	3,480	3,181	3,794	4,208	9,363	8,927	1,200	1,220
6 and over	3,595	3,746	3,662	4,194	10,076	10,179	1,308	1,178
Presence of children ^{3/}								
No children	2,457	2,222	3,231	3,154	7,107	6,408	619	502
Under 6 years	3,379	3,459	3,967	3,997	9,674	9,244	950	1,138
6-12 years	3,466	3,170	3,851	3,989	9,479	8,864	1,232	1,254
13-20 years	3,089	3,404	3,429	3,845	8,494	8,366	1,257	1,179
Occupation of family head								
Executive, professional	3,754	3,086	5,055	3,946	10,735	8,555	969	861
Clerical, sales, service	2,864	2,471	4,102	3,675	8,903	7,337	951	724
Craftsman, laborer	3,320	3,215	3,244	3,780	8,262	8,274	1,104	1,208
Farmer	1,458	1,861	2,107	2,455	5,530	5,846	535	367
Unclassified	2,127	2,074	2,637	3,346	6,168	6,438	450	557
Education of family head								
Grammar school	2,558	2,444	2,959	3,163	7,155	6,905	822	801
Some high school	3,055	2,842	3,409	3,521	8,481	7,647	991	945
Some college	3,481	3,236	5,037	4,788	10,360	9,389	954	813
Age of housewife								
Under 35 years	3,002	2,761	3,053	2,995	8,051	7,057	891	925
35-44 years	3,155	2,943	3,766	4,248	9,056	8,912	1,218	1,227
45 years and over	2,710	2,586	3,520	3,371	7,768	7,025	726	637

Continued

Table 15.- Fresh citrus fruit: Volume of purchases per 1,000 families, by family characteristics and place of residence, October 1949-March 1950 and October 1951-March 1952 ^{1/} - Continued

Item	All grapefruit		Lemons		Limes		All fresh citrus	
	1949-50	1951-52	1949-50	1951-52	1949-50	1951-52	1949-50	1951-52
	----- Dozens -----							
United States	1,285	1,419	980	932	13	8	11,384	10,781
Geographic region								
Northeast	1,370	1,647	972	925	8	4	14,473	13,578
North Central	1,518	1,700	650	583	7	8	10,499	10,333
South	818	979	1,275	1,219	17	14	9,515	9,506
Mountain and Southwest	1,294	901	1,207	1,159	12	13	9,304	7,231
Pacific	1,278	1,272	1,205	1,230	32	3	10,881	10,543
Size of community								
Farm	861	970	885	873	^{4/}	^{4/}	7,803	8,164
City (Population)								
Under 10,000	1,152	1,068	771	744	11	^{4/}	9,486	8,624
10,000-99,999	1,250	1,464	865	840	8	12	11,919	10,236
100,000-499,999	1,628	1,664	1,214	1,014	23	17	13,200	11,902
500,000 and over	1,622	1,855	1,230	1,123	19	8	14,967	14,011
Family income								
Upper	1,631	1,824	1,050	994	13	9	13,345	12,254
Upper middle	1,342	1,490	1,030	907	16	^{4/}	12,045	11,768
Lower middle	1,263	1,346	960	887	10	^{4/}	11,582	10,773
Lower	917	1,018	882	937	11	^{4/}	8,651	8,387
Size of family								
1 and 2 members	1,408	1,534	1,180	1,028	15	9	9,413	8,926
3 members	1,204	1,246	964	901	17	11	10,521	9,618
4 and 5 members	1,350	1,456	893	840	8	8	12,814	12,451
6 and over	947	1,283	796	966	^{4/}	^{4/}	13,138	13,606
Presence of children ^{3/}								
No children	1,482	1,594	1,238	1,123	15	9	10,461	9,636
Under 6 years	1,099	1,155	674	705	12	^{4/}	12,409	12,245
6-12 years	1,162	1,209	781	704	9	^{4/}	12,663	12,034
13-20 years	1,123	1,285	859	887	14	^{4/}	11,747	11,726
Occupation of family head								
Executive, professional	1,871	1,819	1,130	909	32	18	14,737	12,162
Clerical, sales, service	1,449	1,662	1,146	1,167	16	12	12,465	10,902
Craftsman, laborer	1,135	1,241	853	805	^{4/}	^{4/}	11,360	11,532
Farmer	885	1,015	862	849	^{4/}	^{4/}	7,814	8,078
Unclassified	1,128	1,375	1,031	1,014	14	^{4/}	8,791	9,389
Education of family head								
Grammar school	1,027	1,181	936	915	^{4/}	^{4/}	9,945	9,807
Some high school	1,252	1,386	931	887	11	^{4/}	11,666	10,873
Some college	1,999	2,151	1,176	1,062	34	18	14,523	13,433
Age of housewife								
Under 35 years	929	877	588	461	^{4/}	^{4/}	10,468	9,326
35-44 years	1,230	1,378	837	783	14	11	12,355	12,311
45 years and over	1,455	1,605	1,214	1,151	13	7	11,176	10,425

^{1/} These figures represent the average volume of purchases per 1,000, based upon all families including those which did not make any purchases during the 6 - month periods.

^{2/} Includes purchases of Texas oranges and those which were not identified as to origin.

^{3/} Classifications in this section are not mutually exclusive, therefore some families are included in two or more groups.

^{4/} Too few purchases reported for analysis.

Source: National Consumer Panel of Market Research Corporation of America.

Table 16.- Dried fruit: Percentage of all families buying, by family characteristics and place of residence, October 1949-March 1950 and October 1951-March 1952

Item	Prunes		Apricots		Peaches	
	1949-50	1951-52	1949-50	1951-52	1949-50	1951-52
	----- Percent -----					
United States	40.9	44.6	14.9	12.8	7.6	6.8
Geographic region						
Northeast	45.6	45.1	16.9	14.9	4.0	3.5
North Central	43.3	46.4	16.4	14.3	3.4	4.0
South	31.4	39.1	9.1	6.5	18.5	15.3
Mountain and Southwest	40.0	45.9	21.7	21.1	12.5	12.6
Pacific	40.1	47.4	9.2	7.0	3.7	2.6
Size of community						
Farm	30.4	37.1	9.4	9.5	7.7	6.8
City (Population)						
Under 10,000	37.8	43.3	14.8	11.7	8.9	9.9
10,000-99,999	48.4	46.5	16.7	10.2	6.5	6.7
100,000-499,999	40.9	47.6	19.2	16.8	12.6	8.2
500,000 and over	47.9	48.2	16.5	14.9	5.1	3.5
Family income						
Upper	46.4	46.5	21.6	18.0	8.5	6.9
Upper middle	42.3	46.9	14.4	11.4	8.0	6.0
Lower middle	39.4	43.0	12.8	12.4	7.3	7.4
Lower	35.6	42.2	10.9	9.3	6.7	7.1
Size of family						
1 and 2 members	40.2	45.1	14.2	11.7	7.1	6.4
3 members	40.9	45.7	15.8	13.6	7.8	8.3
4 and 5 members	43.0	45.2	15.5	13.2	7.7	5.8
6 and over	35.9	39.3	12.9	13.1	8.3	8.8
Presence of children 1/						
No children	42.4	45.7	16.9	12.8	8.2	7.2
Under 6 years	41.0	41.3	10.4	11.7	7.1	5.4
6-12 years	39.7	43.8	12.8	11.0	7.8	6.0
13-20 years	38.0	43.0	15.8	14.5	7.2	7.7
Occupation of family head						
Executive, professional	47.6	50.9	21.3	18.5	7.2	6.1
Clerical, sales, service	44.4	45.8	15.5	14.3	8.4	7.2
Craftsman, laborer	39.0	42.9	14.0	11.2	7.7	7.1
Farmer	31.1	37.4	10.1	9.4	7.3	6.4
Unclassified	44.7	46.2	13.8	10.3	6.6	7.0
Education of family head						
Grammar school	39.0	42.9	13.6	11.3	7.6	8.1
Some high school	40.3	43.9	15.1	12.9	7.4	5.3
Some college	46.7	51.3	17.8	16.8	8.0	6.3
Age of housewife						
Under 35 years	35.2	37.4	10.3	10.3	7.0	6.6
35-44 years	41.3	43.9	13.5	11.8	7.5	5.3
45 years and over	42.8	47.3	17.5	14.1	7.9	7.7

Continued

Table 16.- Dried fruit: Percentage of all families buying, by family characteristics and place of residence, October 1949-March 1950 and October 1951-March 1952 - Continued

Item	Dates				Mixed fruits	
	Domestic	Imported	Total 2/			
	1951-52 3/	1951-52 3/	1949-50	1951-52	1949-50	1951-52
	Percent					
United States	18.3	22.8	25.9	39.2	5.4	4.9
Geographic region						
Northeast	15.8	22.3	27.1	37.1	9.4	8.9
North Central	19.2	26.3	29.8	45.3	5.6	5.4
South	7.0	20.6	14.6	24.7	1.4	1.5
Mountain and Southwest	19.5	28.3	25.6	43.1	3.3	2.5
Pacific	43.0	12.5	34.6	50.9	3.2	1.7
Size of community						
Farm	11.1	21.1	20.2	32.5	3.1	2.8
City (Population)						
Under 10,000	13.1	23.6	22.4	35.8	3.1	3.0
10,000-99,999	22.2	25.0	34.3	46.1	5.2	3.7
100,000-499,999	23.7	26.0	28.8	45.0	5.2	3.1
500,000 and over	22.8	20.3	28.4	40.1	9.6	9.6
Family income						
Upper	23.9	27.8	29.3	47.6	6.3	5.4
Upper middle	19.1	24.3	25.9	41.4	6.0	5.0
Lower middle	16.7	22.5	27.1	38.2	4.8	5.3
Lower	13.7	16.6	21.3	29.7	4.5	4.1
Size of family						
1 and 2 members	20.3	22.9	30.4	40.8	5.6	4.9
3 members	17.2	23.9	23.4	39.2	5.2	4.9
4 and 5 members	18.8	23.3	26.9	40.3	6.1	5.1
6 and over	13.1	18.5	16.4	31.1	3.2	4.6
Presence of children 1/						
No children	20.2	23.5	30.4	41.5	6.6	4.9
Under 6 years	15.0	22.3	20.4	34.9	5.0	5.3
6-12 years	15.9	21.5	22.6	35.9	3.3	4.7
13-20 years	17.1	21.8	24.3	37.4	5.3	5.0
Occupation of family head						
Executive, professional	23.6	30.4	33.6	49.1	5.6	6.1
Clerical, sales, service	19.4	22.5	27.5	39.9	6.3	6.4
Craftsman, laborer	17.1	21.5	23.1	36.8	5.9	5.6
Farmer	11.1	21.9	19.1	33.6	3.1	1.9
Unclassified	20.2	17.4	31.3	37.1	4.7	2.3
Education of family head						
Grammar school	16.5	19.5	22.9	35.9	5.1	4.8
Some high school	17.8	24.2	26.5	39.4	5.4	5.0
Some college	24.6	29.3	32.4	48.4	6.0	5.3
Age of housewife						
Under 35 years	15.0	17.2	17.3	28.8	5.1	4.4
35-44 years	15.9	22.3	24.4	37.1	4.7	5.8
45 years and over	20.6	24.7	30.1	43.5	6.0	4.7

1/ Classifications in this section are not mutually exclusive, therefore some families are included in two or more groups.

2/ Includes dates unidentified as to origin.

3/ Family characteristics data not available for October 1949-March 1950.

Table 17.- Dried fruit: Average number of purchases per buying family, by family characteristics and place of residence, October 1949-March 1950 and October 1951-March 1952

Item	Prunes		Apricots		Peaches	
	1949-50	1951-52	1949-50	1951-52	1949-50	1951-52
	Number					
United States	2.7	2.7	2.0	1.8	2.4	1.7
Geographic region						
Northeast	3.0	2.7	2.1	2.0	2.0	1.7
North Central	2.5	2.4	1.9	1.8	1.4	1.3
South	2.7	3.0	2.0	1.9	1.9	1.8
Mountain and Southwest	2.8	2.7	2.0	1.6	2.6	1.9
Pacific	2.4	2.6	1.2	1.3	2.2	1.9
Size of community						
Farm	2.3	2.4	1.5	1.6	2.2	1.6
City (Population)						
Under 10,000	2.6	2.6	1.8	1.8	1.7	1.7
10,000-99,999	3.0	2.9	2.0	2.3	1.8	1.9
100,000-499,999	2.6	2.7	2.3	2.1	2.4	1.6
500,000 and over	2.9	2.7	2.1	1.6	1.9	1.8
Family income						
Upper	2.6	2.8	2.1	1.8	1.6	1.6
Upper middle	2.6	2.5	1.8	1.9	1.8	1.8
Lower middle	2.8	2.7	2.0	1.9	2.2	1.6
Lower	2.9	2.7	1.8	1.8	2.4	1.9
Size of family						
1 and 2 members	2.9	2.5	1.8	1.7	2.0	2.0
3 members	2.6	2.6	2.0	1.7	2.1	1.6
4 and 5 members	2.7	2.7	1.9	2.0	1.9	1.6
6 and over	2.5	2.7	2.3	1.9	2.0	1.5
Presence of children ^{1/}						
No children	3.0	2.8	1.9	1.7	2.1	1.9
Under 6 years	2.4	2.3	2.1	2.0	1.7	1.6
6-12 years	2.4	2.4	1.9	1.9	2.0	1.5
13-20 years	2.6	2.7	2.1	1.9	2.0	1.5
Occupation of family head						
Executive, professional	2.7	2.7	2.1	1.8	1.8	1.8
Clerical, sales, service	2.9	2.7	2.0	2.0	2.1	1.7
Craftsman, laborer	2.8	2.7	2.1	1.8	1.9	1.6
Farmer	2.1	2.3	1.5	1.7	2.3	1.7
Unclassified	3.0	2.7	1.5	1.6	1.8	1.9
Education of family head						
Grammar school	2.8	2.6	1.9	1.9	1.8	1.7
Some high school	2.6	2.5	2.0	1.7	2.2	1.7
Some college	2.8	3.0	2.0	1.9	2.2	2.0
Age of housewife						
Under 35 years	2.2	2.2	1.6	1.7	1.8	1.9
35-44 years	2.5	2.4	1.9	1.9	1.9	1.6
45 years and over	3.0	2.9	2.1	1.8	2.1	1.7

Continued

Table 17.- Dried fruit: Average number of purchases per buying family, by family characteristics and place of residence, October 1949-March 1950 and October 1951-March 1952 - Continued

Item	Dates		Total 2/		Mixed fruits	
	Domestic	Imported				
	1951-52 ^{3/}	1951-52 ^{3/}	1949-50	1951-52	1949-50	1951-52
	Number					
United States	2.0	1.8	2.2	2.3	1.7	1.5
Geographic region						
Northeast	2.0	1.9	2.3	2.4	1.9	1.6
North Central	1.7	1.7	2.2	2.1	1.6	1.5
South	1.2	1.9	1.7	2.1	1.9	1.1
Mountain and Southwest	2.0	1.8	2.0	2.2	1.6	1.4
Pacific	2.6	1.4	2.5	2.7	1.2	1.0
Size of community						
Farm	1.5	1.6	1.9	2.0	1.6	1.3
City (Population)						
Under 10,000	1.7	1.7	2.0	2.1	1.5	1.5
10,000-99,999	2.0	1.9	2.2	2.3	2.3	1.6
100,000-499,999	1.7	2.3	2.1	2.5	2.0	1.1
500,000 and over	2.5	1.6	2.5	2.5	1.6	1.6
Family income						
Upper	1.9	1.9	2.4	2.3	1.7	1.6
Upper middle	2.2	1.8	2.3	2.4	1.3	1.4
Lower middle	1.7	1.9	2.1	2.2	2.2	1.5
Lower	2.1	1.8	1.9	2.3	1.8	1.5
Size of family						
1 and 2 members	2.2	1.8	2.3	2.4	1.4	1.6
3 members	1.8	1.8	2.1	2.1	1.5	1.3
4 and 5 members	1.9	1.8	2.2	2.3	2.0	1.6
6 and over	2.3	1.9	2.1	2.4	1.7	1.4
Presence of children ^{1/}						
No children	2.0	1.9	2.3	2.3	1.5	1.5
Under 6 years	2.0	1.8	2.1	2.3	2.2	1.5
6-12 years	1.9	1.7	2.0	2.2	2.0	1.6
13-20 years	1.9	1.8	2.1	2.3	2.1	1.4
Occupation of family head						
Executive, professional	2.1	1.9	2.4	2.4	1.7	1.7
Clerical, sales, service	2.2	1.7	2.3	2.4	1.5	1.6
Craftsman, laborer	1.9	1.9	2.1	2.3	1.7	1.4
Farmer	1.6	1.6	2.0	2.0	1.7	1.4
Unclassified	2.0	2.0	2.0	2.3	2.3	1.1
Education of family head						
Grammar school	1.9	1.7	2.1	2.3	1.8	1.4
Some high school	1.9	1.7	2.3	2.2	1.6	1.5
Some college	2.2	2.1	2.3	2.6	1.8	1.8
Age of housewife						
Under 35 years	2.4	1.6	2.3	2.5	1.5	1.5
35-44 years	1.7	1.7	2.0	2.0	2.2	1.6
45 years and over	2.0	1.9	2.2	2.4	1.6	1.5

^{1/} Classifications in this section are not mutually exclusive, therefore some families are included in two or more groups.

^{2/} Includes dates unidentified as to origin.

^{3/} Family characteristics data not available for October 1949-March 1950.

Source: National Consumer Panel of Market Research Corporation of America

Table 18.- Dried fruit: Average volume of purchases per buying family, by family characteristics and place of residence, October 1949-March 1950 and October 1951-March 1952

Item	Prunes		Apricots		Peaches	
	1949-50	1951-52	1949-50	1951-52	1949-50	1951-52
	Pounds					
United States	4.0	3.8	1.8	1.4	1.9	1.5
Geographic region						
Northeast	4.3	3.9	1.8	1.6	2.0	1.4
North Central	3.7	3.4	1.7	1.5	1.3	1.1
South	3.8	4.0	1.9	1.5	1.9	1.6
Mountain and Southwest	3.9	4.0	2.0	1.3	2.4	1.6
Pacific	4.3	4.4	1.2	1.0	2.2	1.7
Size of community						
Farm	3.6	3.8	1.6	1.3	2.4	1.6
City (Population)						
Under 10,000	4.0	3.8	1.6	1.4	1.7	1.6
10,000-99,999	4.4	3.9	1.8	1.8	1.8	1.6
100,000-499,999	3.6	3.8	2.3	1.6	2.2	1.3
500,000 and over	4.1	3.8	1.7	1.3	1.7	1.4
Family income						
Upper	3.9	4.1	1.9	1.4	1.6	1.2
Upper middle	3.8	3.5	1.6	1.5	1.8	1.5
Lower middle	4.1	3.8	1.9	1.5	2.1	1.4
Lower	4.2	3.8	1.6	1.4	2.4	1.8
Size of family						
1 and 2 members	4.3	3.7	1.7	1.4	1.8	1.6
3 members	3.6	3.6	1.9	1.3	2.1	1.6
4 and 5 members	4.0	3.9	1.6	1.5	1.9	1.3
6 and over	3.8	4.3	2.1	1.6	2.0	1.6
Presence of children 1/						
No children	4.4	4.0	1.7	1.4	1.9	1.6
Under 6 years	3.4	3.4	1.7	1.5	1.6	1.4
6-12 years	3.6	3.6	1.7	1.4	2.1	1.5
13-20 years	3.9	3.9	1.9	1.5	1.9	1.4
Occupation of family head						
Executive, professional	3.9	3.7	1.7	1.4	1.7	1.4
Clerical, sales, service	4.1	3.8	1.6	1.6	2.0	1.4
Craftsman, laborer	4.0	3.8	2.0	1.4	1.8	1.5
Farmer	3.4	3.7	1.5	1.4	2.5	1.4
Unclassified	4.7	4.0	1.5	1.4	1.7	1.8
Education of family head						
Grammar school	4.1	3.8	1.8	1.5	1.7	1.5
Some high school	3.7	3.7	1.8	1.3	2.2	1.4
Some college	4.2	4.1	1.7	1.5	2.1	1.6
Age of housewife						
Under 35 years	3.2	3.1	1.5	1.2	1.8	1.5
35-44 years	3.6	3.5	1.6	1.5	1.9	1.4
45 years and over	4.4	4.1	1.8	1.5	2.0	1.6

Continued

Table 18.- Dried fruit: Average volume of purchases per buying family, by family characteristics and place of residence, October 1949-March 1950 and October 1951-March 1952 - Continued

Item	Dates				Mixed fruits	
	Domestic	Imported	Total 2/			
	1951-52 3/	1951-52 3/	1949-50	1951-52	1949-50	1951-52
	Pounds					
United States	2.4	1.2	2.1	2.3	1.9	1.4
Geographic region						
Northeast	1.9	1.3	1.9	2.1	2.2	1.6
North Central	1.8	1.2	1.9	2.0	1.6	1.3
South	1.1	1.3	1.1	1.5	2.5	.9
Mountain and Southwest	2.2	1.3	1.9	2.1	1.6	1.2
Pacific	4.4	.9	4.3	4.4	1.4	.8
Size of community						
Farm	1.6	1.2	1.9	1.9	1.7	1.2
City (Population)						
Under 10,000	1.9	1.2	1.8	2.0	1.6	1.4
10,000-99,999	2.6	1.3	2.1	2.3	2.4	1.4
100,000-499,999	2.4	1.5	2.2	2.6	1.9	.9
500,000 and over	3.0	1.1	2.5	2.6	2.0	1.5
Family income						
Upper	2.7	1.3	2.2	2.4	2.0	1.6
Upper middle	2.7	1.2	2.2	2.4	1.3	1.2
Lower middle	2.0	1.2	2.1	2.1	2.2	1.4
Lower	2.2	1.2	1.9	2.2	2.3	1.3
Size of family						
1 and 2 members	2.7	1.2	2.3	2.4	1.4	1.4
3 members	2.0	1.2	2.0	2.0	1.6	1.1
4 and 5 members	2.4	1.3	2.0	2.4	2.4	1.7
6 and over	2.7	1.4	2.5	2.4	2.9	1.2
Presence of children 1/						
No children	2.5	1.2	2.2	2.3	1.5	1.3
Under 6 years	2.5	1.3	2.3	2.5	2.3	1.2
6-12 years	2.2	1.2	2.1	2.2	2.8	1.5
13-20 years	2.2	1.4	1.9	2.3	2.8	1.5
Occupation of family head						
Executive, professional	2.8	1.3	2.3	2.5	2.0	1.7
Clerical, sales, service	2.6	1.1	1.9	2.4	1.6	1.5
Craftsman, laborer	2.3	1.2	2.2	2.3	2.0	1.2
Farmer	1.6	1.2	2.0	1.9	1.9	1.2
Unclassified	2.5	1.2	2.0	2.3	2.7	1.0
Education of family head						
Grammar school	2.1	1.2	2.1	2.2	2.0	1.2
Some high school	2.4	1.2	2.0	2.2	1.9	1.6
Some college	3.1	1.4	2.2	2.8	1.8	1.5
Age of housewife						
Under 35 years	3.3	1.1	2.4	2.9	1.5	1.3
35-44 years	2.0	1.2	1.9	2.0	2.9	1.4
45 years and over	2.4	1.3	2.2	2.3	1.6	1.4

1/ Classifications in this section are not mutually exclusive, therefore some families are included in two or more groups.

2/ Includes dates unidentified as to origin.

3/ Family characteristics data not available for October 1949-March 1950.

Source: National Consumer Panel of Market Research Corporation of America

Table 19.- Dried fruit: Average price paid by household consumers, by family characteristics and place of residence, October 1949-March 1950 and October 1951-March 1952

Item	Prunes		Apricots		Peaches	
	1949-50	1951-52	1949-50	1951-52	1949-50	1951-52
	----- Cents per pound -----					
United States	22.9	25.4	48.9	60.7	32.6	42.8
Geographic region						
Northeast	22.1	25.1	50.7	60.8	33.7	42.1
North Central	24.1	25.8	49.8	60.6	35.4	45.4
South	23.3	26.4	47.7	61.8	31.7	41.5
Mountain and Southwest	24.0	25.9	43.6	59.4	34.0	45.5
Pacific	20.2	23.1	52.1	63.6	27.8	40.5
Size of community						
Farm	23.1	25.5	44.9	58.8	31.5	43.5
City (Population)						
Under 10,000	23.3	25.7	49.7	61.7	33.8	43.0
10,000-99,999	23.4	25.7	49.6	61.8	33.9	42.8
100,000-499,999	23.8	25.5	46.6	60.8	32.3	41.7
500,000 and over	22.0	24.9	50.7	60.3	31.9	42.7
Family income						
Upper	23.0	25.6	50.0	61.8	32.5	44.6
Upper middle	23.2	25.2	47.8	62.2	32.2	44.2
Lower middle	22.6	25.3	49.4	58.7	32.7	41.3
Lower	22.7	25.4	47.1	59.7	33.2	41.9
Size of family						
1 and 2 members	23.0	25.8	48.5	58.9	32.9	43.4
3 members	23.4	25.1	48.2	61.8	33.3	41.7
4 and 5 members	22.5	25.2	49.3	61.3	31.6	43.1
6 and over	22.8	25.1	49.9	61.3	33.8	43.1
Presence of children 1/						
No children	23.0	25.6	48.3	59.5	32.6	43.6
Under 6 years	22.5	24.6	50.9	60.7	33.3	41.0
6-12 years	22.7	24.9	49.1	61.2	32.1	40.1
13-20 years	23.0	25.4	49.0	61.6	32.7	43.8
Occupation of family head						
Executive, professional	23.7	25.9	49.7	62.7	31.9	43.9
Clerical, sales, service	22.7	25.3	50.0	59.5	32.4	40.4
Craftsman, laborer	22.7	25.0	49.0	60.1	33.3	43.1
Farmer	22.9	25.4	46.0	59.9	32.1	45.0
Unclassified	22.2	25.6	46.1	61.5	33.3	42.6
Education of family head						
Grammar school	22.3	25.6	48.9	59.8	33.3	42.8
Some high school	22.8	25.0	48.9	61.5	32.2	44.2
Some college	23.2	25.4	48.9	61.4	32.2	41.0
Age of housewife						
Under 35 years	22.6	25.4	48.8	61.7	32.4	43.1
35-44 years	22.7	24.9	50.3	61.2	33.7	42.5
45 years and over	23.0	25.6	48.4	60.3	32.2	42.9

Continued

Table 19.- Dried fruit: Average price paid by household consumers, by family characteristics and place of residence, October 1949-March 1950 and October 1951-March 1952 - Continued

Item	Dates				Mixed fruits	
	Domestic	Imported	Total 2/			
	1951-52 3/	1951-52 3/	1949-50	1951-52	1949-50	1951-52
	Cents per pound					
United States	29.8	45.2	34.2	33.9	32.3	40.6
Geographic region						
Northeast	31.1	42.7	33.6	34.0	30.9	39.2
North Central	31.5	43.2	36.4	34.1	34.7	42.4
South	35.8	51.0	47.4	45.8	33.8	40.8
Mountain and Southwest	34.3	47.1	40.0	38.8	31.9	43.6
Pacific	26.9	45.8	27.0	27.9	35.0	42.7
Size of community						
Farm	31.8	44.2	35.8	34.8	35.3	44.7
City (Population)						
Under 10,000	33.2	46.7	37.8	36.3	35.3	42.0
10,000-99,999	30.1	45.8	35.0	34.3	36.0	43.0
100,000-499,999	29.8	45.9	36.5	34.7	32.8	39.7
500,000 and over	28.3	43.5	30.4	31.4	29.7	39.4
Family income						
Upper	28.9	45.9	33.9	34.1	31.6	40.9
Upper middle	29.9	45.9	35.2	33.8	35.1	42.4
Lower middle	31.0	46.5	33.7	34.8	32.8	39.6
Lower	30.0	41.5	34.0	32.5	30.5	39.8
Size of family						
1 and 2 members	30.2	46.2	33.2	34.2	36.6	41.5
3 members	31.1	47.0	34.7	36.0	35.3	43.6
4 and 5 members	28.6	43.9	35.5	32.5	30.4	39.5
6 and over	29.9	43.4	31.8	34.0	28.0	36.6
Presence of children 1/						
No children	30.3	46.6	33.9	34.7	36.1	41.6
Under 6 years	28.7	42.8	33.6	33.0	31.0	42.5
6-12 years	28.3	43.6	34.2	32.8	28.4	37.3
13-20 years	30.3	42.6	35.6	33.1	27.9	39.6
Occupation of family head						
Executive, professional	30.4	45.2	34.3	34.7	32.4	42.8
Clerical, sales, service	29.3	44.5	35.6	32.9	34.6	39.1
Craftsman, laborer	29.5	45.8	33.0	34.1	30.0	38.8
Farmer	33.5	43.5	35.5	34.4	35.6	44.5
Unclassified	28.9	47.2	33.9	33.2	34.1	47.8
Education of family head						
Grammar school	31.3	45.0	34.4	34.1	31.5	40.2
Some high school	29.6	45.0	34.1	34.0	32.0	41.0
Some college	28.0	46.0	34.1	33.3	34.7	40.9
Age of housewife						
Under 35 years	29.4	47.2	34.5	33.2	33.7	41.1
35-44 years	29.8	43.2	35.4	33.8	29.1	37.8
45 years and over	30.0	45.8	33.6	34.1	34.4	42.3

1/ Classifications in this section are not mutually exclusive, therefore some families are included in two or more groups.

2/ Includes dates unidentified as to origin.

3/ Family characteristics data not available for October 1949-March 1950.

Source: National Consumer Panel of Market Research Corporation of America

Table 20.- Dried fruit: Volume of purchases per 1,000 families, by family characteristics and place of residence, October 1949-March 1950 and October 1951-March 1952

Item	Prunes		Apricots		Peaches	
	1949-50	1951-52	1949-50	1951-52	1949-50	1951-52
	Pounds					
United States	1,629	1,699	260	186	147	102
Geographic region						
Northeast	1,970	1,754	297	234	80	50
North Central	1,584	1,582	274	212	44	44
South	1,208	1,544	170	96	352	249
Mountain and Southwest	1,545	1,822	441	274	304	200
Pacific	1,718	2,086	114	69	84	45
Size of community						
Farm	1,083	1,410	150	124	188	110
City (Population)						
Under 10,000	1,517	1,658	235	170	150	154
10,000-99,999	2,114	1,832	292	178	115	105
100,000-499,999	1,491	1,795	440	270	277	106
500,000 and over	1,948	1,808	287	195	86	49
Family income						
Upper	1,823	1,911	401	257	132	86
Upper middle	1,591	1,656	228	168	148	91
Lower middle	1,604	1,634	238	186	150	107
Lower	1,501	1,595	177	131	159	125
Size of family						
1 and 2 members	1,735	1,678	236	164	128	105
3 members	1,454	1,636	296	182	160	129
4 and 5 members	1,740	1,767	253	203	149	74
6 and over	1,370	1,686	269	206	166	137
Presence of children ^{1/}						
No children	1,856	1,828	291	177	157	114
Under 6 years	1,415	1,408	178	178	117	78
6-12 years	1,444	1,559	214	158	163	89
13-20 years	1,468	1,694	294	220	134	111
Occupation of family head						
Executive, professional	1,865	1,888	369	266	123	82
Clerical, sales, service	1,816	1,759	255	225	172	104
Craftsman, laborer	1,555	1,643	274	160	137	106
Farmer	1,040	1,369	149	128	181	92
Unclassified	2,081	1,830	207	141	114	127
Education of family head						
Grammar school	1,596	1,622	239	172	130	122
Some high school	1,492	1,607	266	169	160	75
Some college	1,956	2,114	304	257	169	101
Age of housewife						
Under 35 years	1,145	1,163	154	125	124	98
35-44 years	1,502	1,545	222	175	140	72
45 years and over	1,889	1,949	323	210	161	119

Continued

Table 20.- Dried fruit: Volume of purchases per 1,000 families, by family characteristics and place of residence, October 1949-March 1950 and October 1951-March 1952 - Continued

Item	Dates				Mixed fruits	
	Domestic	Imported	Total 2/			
	1951-52 1/	1951-52 1/	1949-50	1951-52	1949-50	1951-52
	----- Pounds -----					
United States	448	282	549	902	105	68
Geographic region						
Northeast	297	281	521	783	208	139
North Central	338	311	566	901	89	72
South	74	276	165	378	35	14
Mountain and Southwest	438	376	487	896	54	30
Pacific	1,909	117	1,498	2,240	43	13
Size of community						
Farm	173	256	385	621	52	32
City (Population)						
Under 10,000	244	278	402	705	49	41
10,000-99,999	568	328	734	1,069	125	50
100,000-499,999	569	395	623	1,170	101	29
500,000 and over	682	216	699	1,030	191	148
Family income						
Upper	652	361	659	1,147	126	87
Upper middle	514	294	562	1,006	80	59
Lower middle	331	270	581	791	108	75
Lower	298	200	400	665	105	55
Size of family						
1 and 2 members	550	274	691	975	77	67
3 members	349	280	463	764	82	54
4 and 5 members	445	296	539	971	146	85
6 and over	347	259	406	743	94	54
Presence of children 1/						
No children	501	291	659	954	99	63
Under 6 years	381	290	475	859	116	66
6-12 years	348	264	469	790	94	70
13-20 years	378	294	465	875	147	76
Occupation of family head						
Executive, professional	668	395	776	1,228	110	105
Clerical, sales, service	506	257	529	946	99	96
Craftsman, laborer	389	269	512	831	121	69
Farmer	177	267	387	652	60	22
Unclassified	497	214	626	846	125	23
Education of family head						
Grammar school	347	234	484	786	104	60
Some high school	432	283	544	851	104	78
Some college	773	416	725	1,346	110	78
Age of housewife						
Under 35 years	492	196	412	827	77	59
35-44 years	315	265	458	723	136	82
45 years and over	505	316	655	1,018	98	66

1/ Classifications in this section are not mutually exclusive, therefore some families are included in two or more groups.

2/ Includes dates unidentified as to origin.

3/ Family characteristics data not available for October 1949-March 1950.

Source: National Consumer Panel of Market Research Corporation of America

